BANS v3.0

User Manual

BANS User Manual

To follow this User Manual you will need your BANS admin panel open in front of you.
Lesson 1 shows you how to log in and then once inside you can follow each lesson step by step navigating to the appropriate part of the admin panel as instructed.

We cannot stress enough how important it is for your own learning to follow the instructions as they are laid out. Time after time we have seen that shortcuts lead to mistakes.

We recommend that you take an hour or two to familiarize yourself with the BANS platform and test different options and combinations. You can then view your new store as you go to see the effects certain changes have.

Once you understand how everything works you can then put BANS to work for you and the further reading in Lesson 8 combined with the member forum contain an incredible amount of knowledge and tips that will assist you in the development of your own eBay affiliate empire.

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Lesson 1: Your BANS Admin Panel

1.1 What You Will Be Doing

With the installation process complete you can now log in to your BANS admin panel and familiarize yourself with the software.

In this lesson you will be learning the following:

1.2. How To Log In To Your BANS Admin Panel
1.3. The Different Parts Of Your BANS Admin Panel

1.2 How To Log In To Your BANS Admin Panel

After installing BANS (by following the instructions laid out in the BANS Installation Manual) you will automatically be taken to your admin panel login page.

To access your admin panel at a later time you will need to enter your website url into your browser address window followed by /admin:

http://www.yourdomainname.com/admin

If you have installed BANS into a folder then your url will also need to include your folder name:

http://www.yourdomainname.com/foldername/admin

Your admin panel login page will look like this:

The first time you login you will need to use the default login details which are:

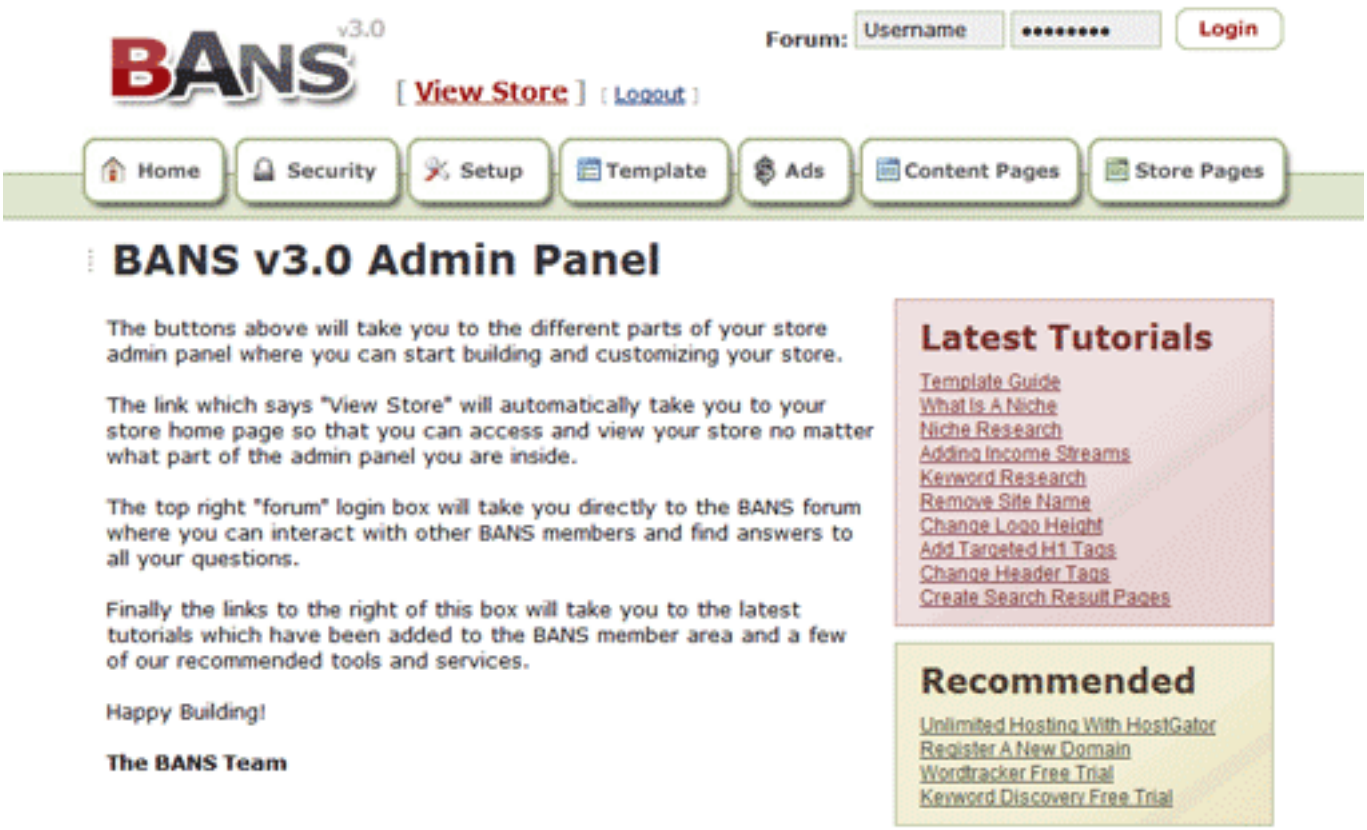
Username: admin
Password: bans

You will be able to change these in Lesson 2: Securing Your Admin Panel.

Once inside you will be presented with your admin panel home page.

1.3 The Different Parts Of Your BANS Admin Panel

Your admin panel home page will look like this:


BANS v3.0
[View Store] [Logout]
Forum: Username Login
Home
Security
Setup
Template
Ads
Content Pages
Store Pages
BANS v3.0 Admin Panel
The buttons above will take you to the different parts of your store admin panel where you can start building and customizing your store.
The link which says "View Store" will automatically take you to your store home page so that you can access and view your store no matter what part of the admin panel you are inside.
The top right "forum" login box will take you directly to the BANS forum where you can interact with other BANS members and find answers to all your questions.
Finally the links to the right of this box will take you to the latest tutorials which have been added to the BANS member area and a few of our recommended tools and services.
Happy Building!
The BANS Team
Latest Tutorials
Template Guide
What Is A Niche
Niche Research
Adding Income Streams
Keyword Research
Remove Site Name
Change Logo Height
Add Targeted H1 Tags
Change Header Tags
Create Search Result Pages
Recommended
Unlimited Hosting With HostGator
Register A New Domain
Wordtracker Free Trial
Keyword Discovery Free Trial

There are 5 things that you need to know at this stage:

(i) In the main body of the page you will see the BANS welcome message and to the right a list of recent tutorials and recommended resources,

(ii) The 6 buttons across the top (Home through to Store Pages) take you to the different parts of your admin panel (covered in Lessons 2 through 7),

(iii) The “View Store” link next to the BANS logo is a quick link to your store home page which can be clicked on from anywhere inside your admin panel,

(iv) The “Logout” link next to the “View Store” link will log you out of your admin panel, and

(v) The “Forum” login area in the top right will log you in to the BANS member forum. (Please note that to login to the forum you will need to have registered and confirmed your registration as per the instructions in your BANS download pack – see the “Forum Registration” text file).

Before we move on to building and developing your store there’s one more thing we need to do first: secure your BANS admin panel...

Lesson 2: Securing Your BANS Admin Panel

2.1 What You Will Be Doing

This is a simple step which involves you changing the default username name and password to a username and password of your choice for increased security.

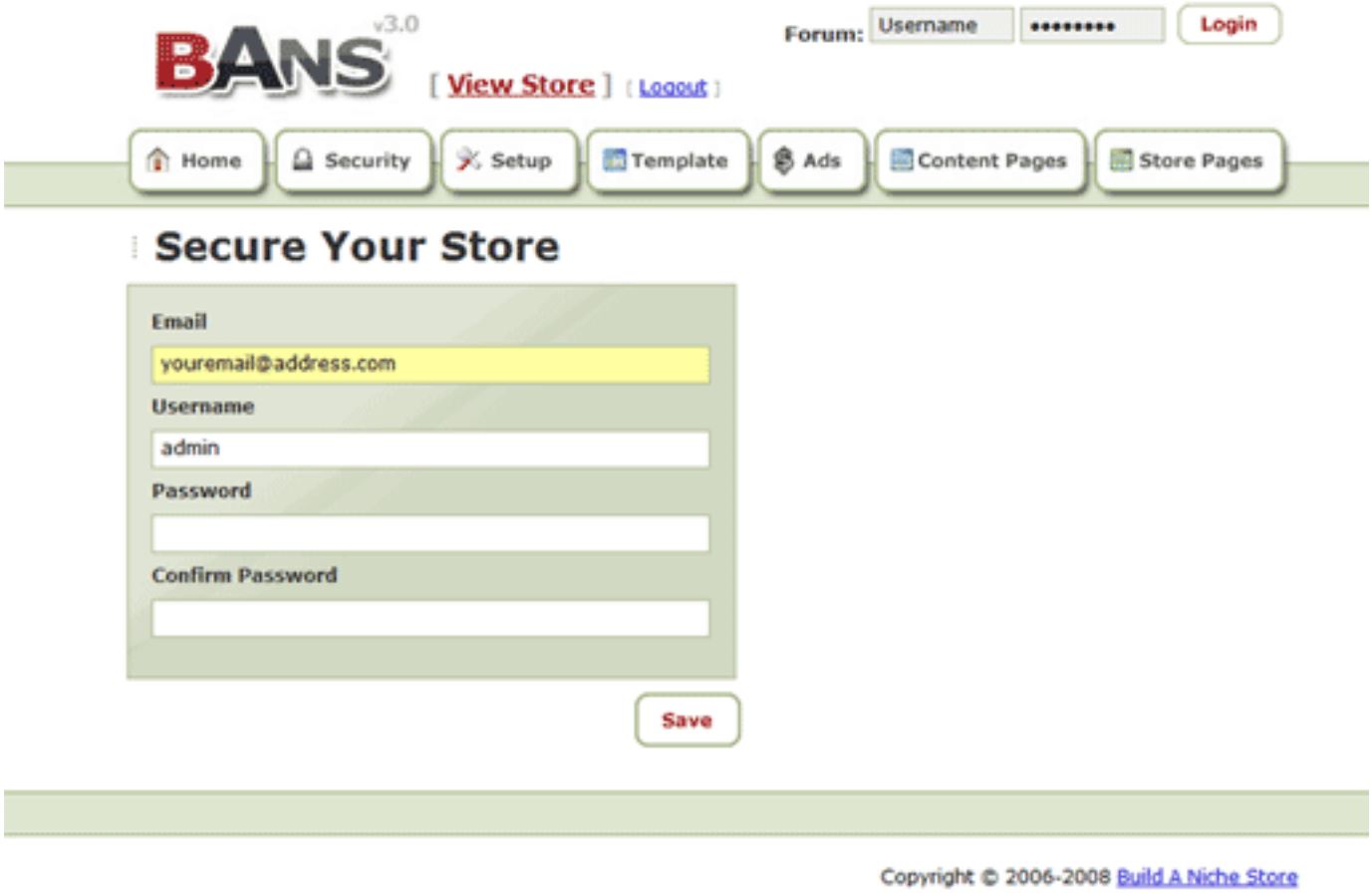
In this lesson you will be learning the following:

2.2. How To Change Your Admin Panel Username And Password

2.2 How To Change Your Admin Panel Username And Password

After logging into your BANS admin panel for the first time you will want to secure it by changing the default username and password supplied in lesson 1.

By clicking on the “Security” button in the top menu you will be taken to the following screen:



Enter your email address, new username and password (including password confirmation) and press save.

You will then be automatically logged out of your admin panel and will need to log back in using your new access details.

Note: Please make sure that you enter a valid email address. If you ever forget your password you will need to get a new one using the “I Forgot My Password” link on the admin panel login page and it will be sent to the email address that you provide here.

Lesson 3: Setting Up Your Store

3.1 What You Will Be Doing

Having logged in and secured your admin panel it's time to get your hands dirty and familiarize yourself with the different options inside the Setup area.

It is from inside this area that you will build your basic store while you will use the other parts of the admin panel covered in lessons 4 through 7 to develop and customize it.

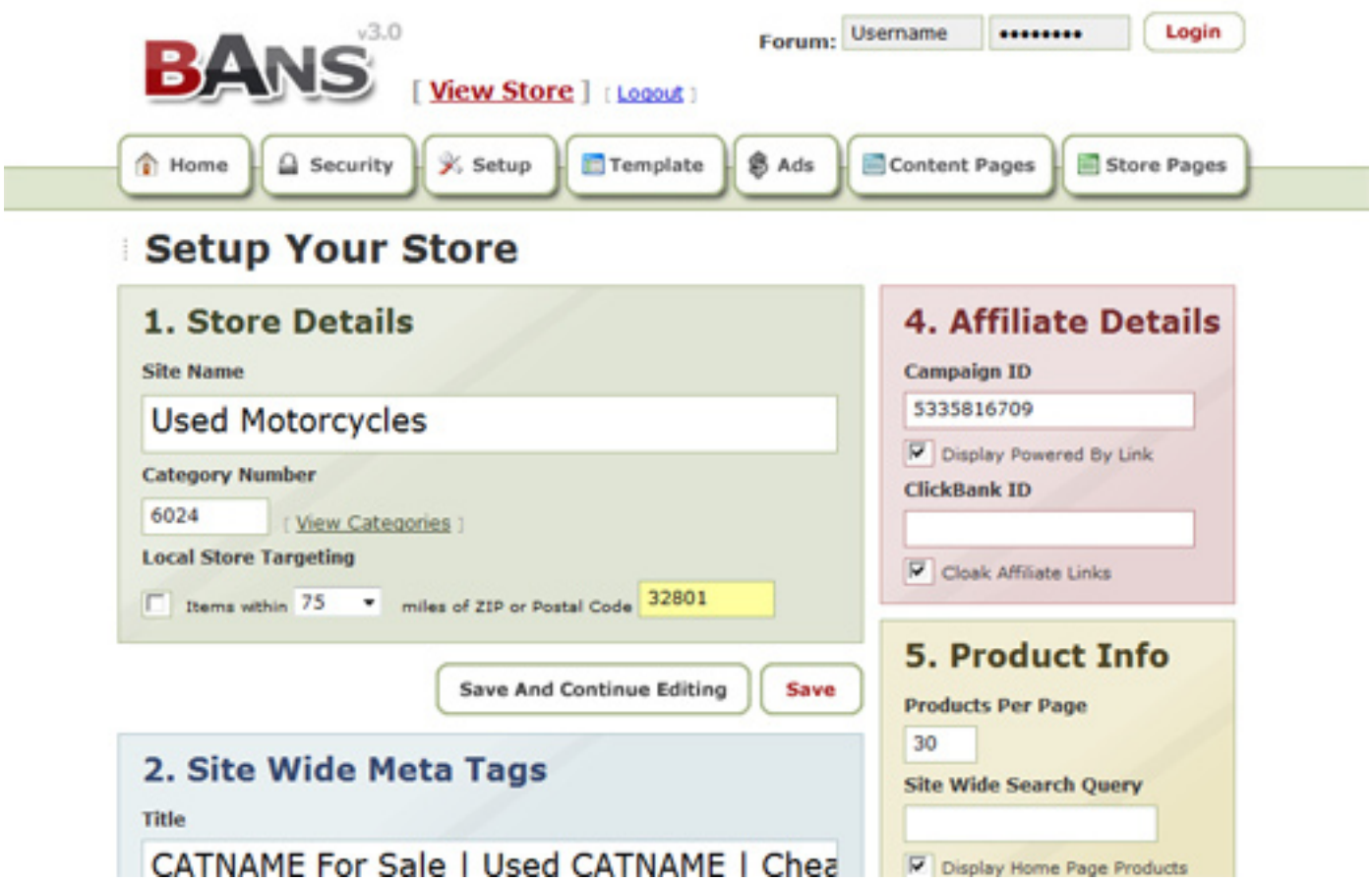
In this lesson you will be learning the following:

3.2. How To Build Your Basic Store Using The Setup Area And Its' 7 Boxes
- (i) Box 1: Store Details
- (ii) Box 2: Site Wide Meta Tags
- (iii) Box 3: Product Layout
- (iv) Box 4: Affiliate Details
- (v) Box 5: Product Info
- (vi) Box 6: Navigation
- (vii) Box 7: Switch

3.3. Finishing The Setup Process

3.2 How To Build Your Basic Store Using The Setup Area And Its' 7 Boxes

By clicking on the "Setup" button in the top menu you will be taken to the following screen:



Here you will see 7 numbered boxes which contain numerous options and which you will need to become familiar with in order to build the type of store that you want and in the long run get the most out of the platform that BANS provides.

At first sight this may look a little complex but the reason for this is that BANS has been built with every possible feature you could want for building niche stores.

In reality, any one store that you build will only use a fraction of the options provided in this area but the flexibility is there and by knowing which boxes correspond to which features you will be able to match the capabilities of BANS to your own plans.

A Note About Saving: Before we walk through each of the 7 boxes in turn please note that there are two ways of saving anything that you input into this area:

1. The Save And Continue Editing Button: To be used "as you go" if you want to save and then stay inside this area and make further additions / changes.

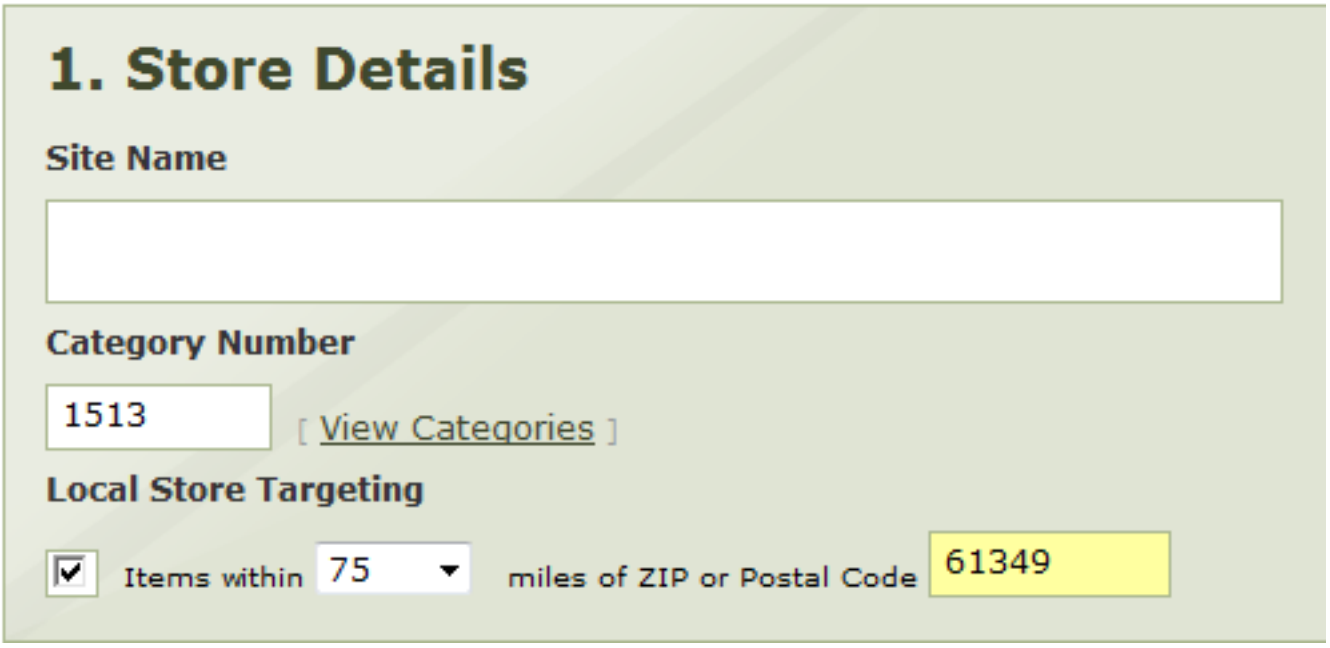
Note: You must also use this feature when building "Multiple Category Stores" and "eBay Seller Id Stores" as described below.

2. The Save Button: To be used when you have finished the setup process. Pressing it will take you out of the setup area and back to the admin panel home page ready to move onto the next section.

We advise that with your first store you spend some time using the different features of this setup area and then click on the “View Store” link next to the BANS logo to see the effect certain changes make. It’s the quickest way to get to grips with what does what and will put you in a much better position to fully utilize BANS to your own purpose.

Now onto the boxes:

(i) Box 1: Store Details



Box number 1 is the most important box as it determines the eBay listed products which you are going to be pulling from eBay into your store.

(a) Site Name: If you want your site to have a name which appears over your store logo then you will need to replace “Your Site Name” with the name you want to appear.

You can see an example in the screen shot below:

(b) Category Number:

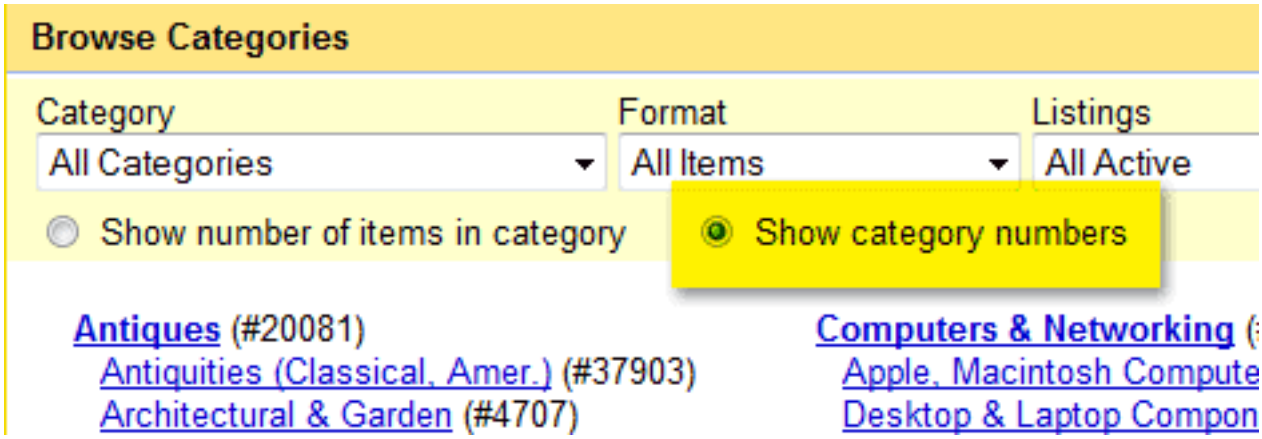
The number you enter here will determine which niche your store is built around and hence which products appear in your store.

Each country specific eBay is built up around a category structure and BANS replicates this category structure.

Simply click on the “View Categories” link to the right of the input box to view the category numbers for your chosen country. Once you find the category that you want to build your store around enter that number into the input box.

For example, if you had installed BANS US and wanted to build an eBay.com Golf store then you would enter category number 1513.

Note: When browsing the eBay category numbers please make sure that “Show Category Numbers” is highlighted and that you are not browsing the number of items in each category.



Note 2: You will also see that each category number has a # in front of it. You only need to enter the actual category number into the input box (ie without the #).

Special Feature: Advanced Store Building

Entering a single category number is not the only way to build a store with BANS. You have two further options which include:

1. A Multiple Category Store
2. An eBay Seller Id Store

To “open” these options you will need to enter the number 2 into the “Category Number” box and press the “Save And Continue Editing” button.

This will tell BANS that you want to build an advanced store and it will provide two further input boxes:

(c) Multiple Category Store:

A multiple category store is one that pulls in products from not one eBay category but multiple eBay categories.

Having entered number 2 into the principal “Category Number” input box and pressed the “Save

And Continue Editing" button you can now enter the category numbers of your choice into the "Multiple Category" input box.

Please note that you will need to separate each category number by a comma (no spaces). For example:

6001,6024,1513

Note: To remove a category from your store simply delete the relevant number and press the "Save And Continue Editing" button.

Once entered you can continue to fill in the rest of the Setup area as described below.

(d) eBay Seller Id Store:

An eBay seller id store is one that only displays those products listed by the seller or sellers whose seller ids you enter into this input box. Building an eBay seller id store works in exactly the same way as building a multiple category store and you will need to enter the eBay seller id or ids (separated by commas – no spaces) into the Seller Id input box. For example:

sellerid1,sellerid2,sellerid3

Note: To remove a Seller ID from your store simply delete the relevant seller id.

Once entered you can continue to fill in the rest of the Setup area as described below.

(e) Local Store Targeting:

If you have built either a single category or multiple category store and would like to limit the products displayed in your store to those inside a particular geographical location then you will want to use this Local Store Targeting feature.

It is a great way to target micro niches at the geographical level – for example – Golf clubs in Florida.

To do this tick the box, select a mile radius and then enter the appropriate zip or postal code.

(ii) Box 2: Site Wide Meta Tags

2. Site Wide Meta Tags
Title
CATNAME For Sale | Used CATNAME | Chea
Keywords
CATNAME, CATNAME for sale, Cheap CATNAME, Buy CATNAME
Description
CATNAME for sale, buy CATNAME

The site wide meta tags option allows you to set default title, keyword and description tags across ALL of your store pages.

This is an optional feature and only needs to be used if you want to change the default tags that BANS will automatically create across the whole of your store.

The default tags are as follows:

Title: CATNAME For Sale | Used CATNAME | Cheap CATNAME
Keywords: CATNAME, CATNAME For Sale, Cheap CATNAME, Buy CATNAME
Description: CATNAME For Sale, Buy CATNAME

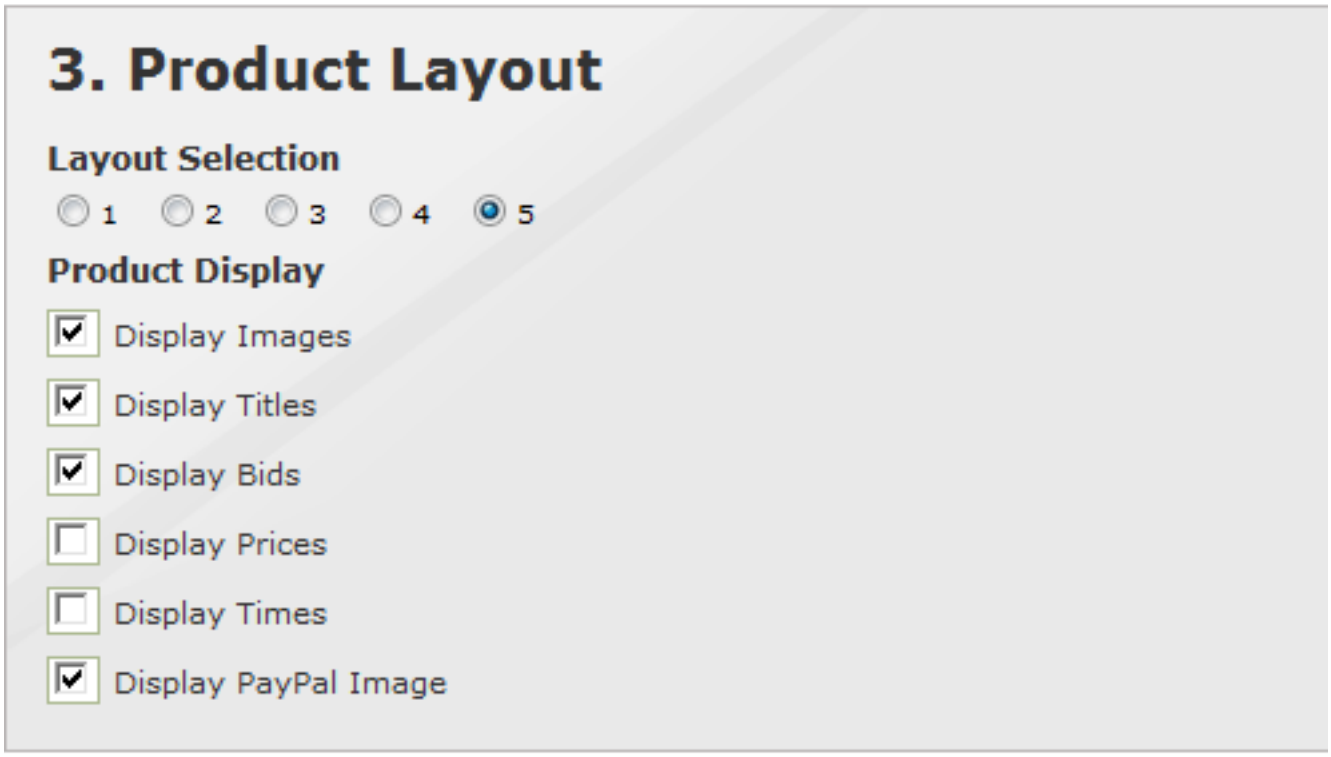
For example, if you were viewing a store page named “Golf Clubs” then the default site wide meta tags will display the following on that particular store page:

Title: Golf Clubs For Sale | Used Golf Clubs | Cheap Golf Clubs
Keywords: Golf Clubs, Golf Clubs For Sale, Cheap Golf Clubs, Buy Golf Clubs
Description: Golf Clubs for sale, buy Golf Clubs.

The text named “CATNAME” inside your site wide meta tags will automatically be replaced with the name of the category you are viewing...in the example above “Golf Clubs”.

To change your Site Wide Meta Tags you will therefore need to alter the text surrounding “CAT-NAME” to that which you want to appear.

(iii) Box 3: Product Layout

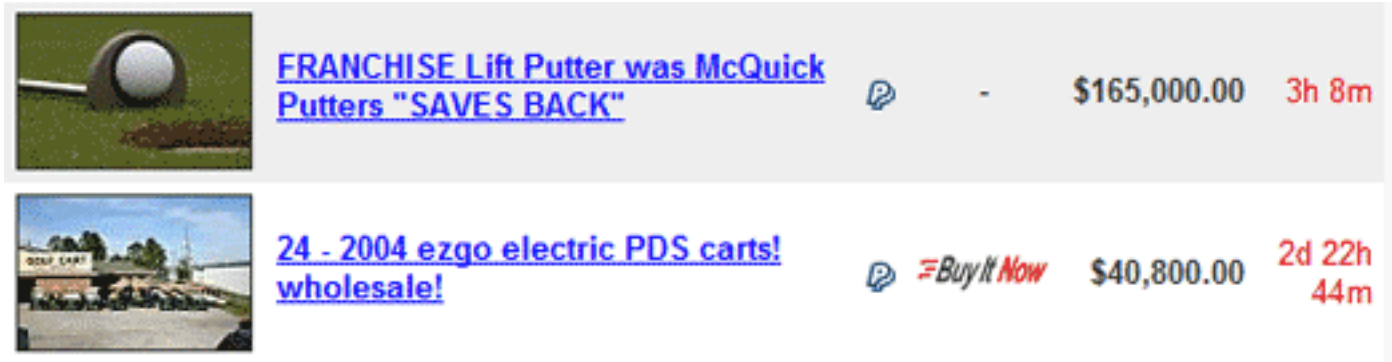


Box number 3 allows to choose the format (product layout) in which your store products are displayed and to customize the actual product listings.

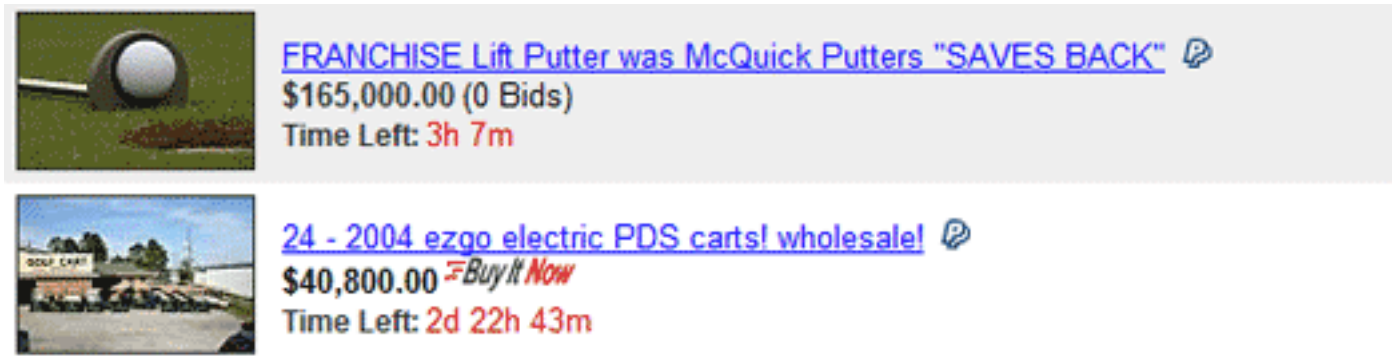
(a) Layout Selection:

There are 5 different product layouts for you to choose from:

Product Layout 1:



Product Layout 2:


FRANCHISE Lift Putter was McQuick Putters "SAVES BACK"
$165,000.00 (0 Bids)
Time Left: 3h 7m
24 - 2004 ezgo electric PDS carts! wholesale!
$40,800.00 Buy It Now
Time Left: 2d 22h 43m

Product Layout 3:

FRANCHISE Lift Putter was McQuick Putters "SAVES BACK"

Price: $165,000.00 (0 Bids)
Sale Ends: 3h 6m

24 - 2004 ezgo electric PDS carts! wholesale!

Buy It Now: $40,800.00 Buy It Now
Sale Ends: 2d 22h 42m

Product Layout 4:

FRANCHISE Lift Putter was McQuick Putters "SAVES BACK"

Price: $165,000.00 (0 Bids)
Time Left: 3h 5m

24 - 2004 ezgo electric PDS carts! wholesale!

Buy It Now: $40,800.00
Time Left: 2d 22h 41m

Golf Cart business for sale (s-corp.)

Buy It Now: $23,000.00
Time Left: 9h 58m

Product Layout 5:

FRANCHISE Lift Putter was McQuick Putters "SAVES BACK"
$165,000.00 (0 Bids)
Time Left: 3h 3m

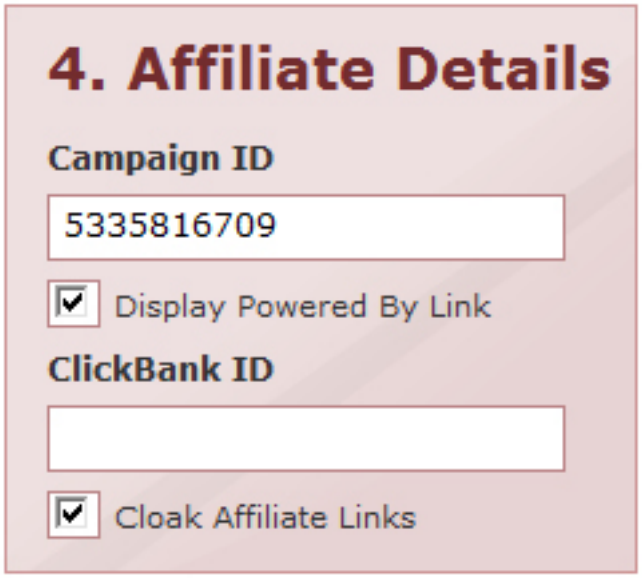
24 - 2004 ezgo electric PDS carts! wholesale!
$40,800.00 Buy It Now
Time Left: 2d 22h 39m

(b) Product Display:

Once you have decided on your product layout you can then customize the product listings by turning off or on the following features. Tick the appropriate box to turn on and un-tick to turn off.

1. Image: the actual product listing image
2. Title: the first written line of each product listing
3. Bids: how many bids there have been on each product
4. Price: the current price of the product listing
5. Time: how long the product listing will remain listed for
6. Paypal: whether or not to display the Paypal image.

(iv) Box 4: Affiliate Details



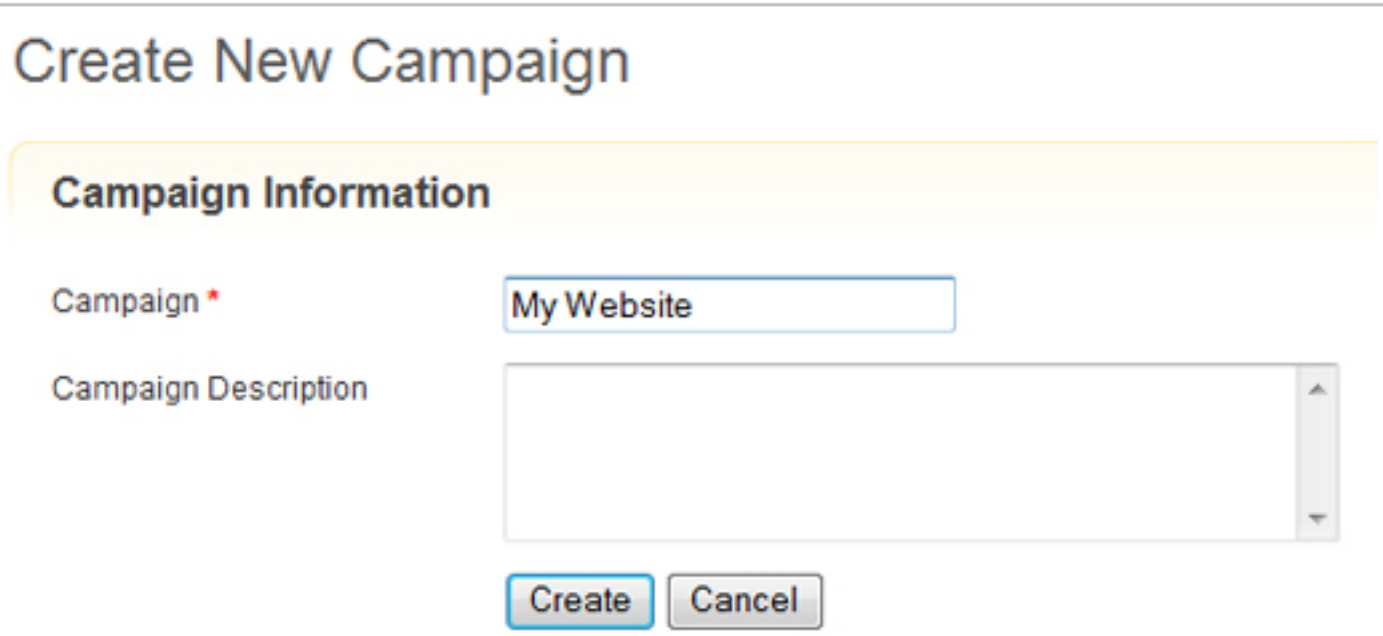
Box number 4 revolves around your affiliate details which must be inputted so that sales you refer are credited to your account.

(a) Campaign ID

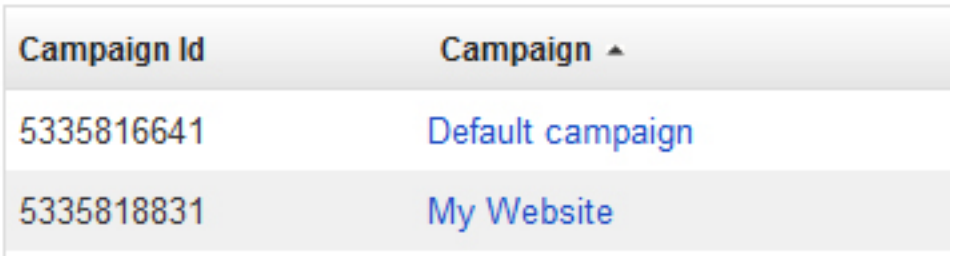
In order to earn money from the eBay products in your store you will need to get an affiliate tracking number (called a Campaign ID) from inside your eBay Affiliate account.

By entering this number into your setup area all of your stores sale activity will be tracked and all commissions credited to your eBay Affiliate account.

To get a Campaign ID please log in to your eBay Affiliate account, click on the button named “Campaigns”, then click on “Create Campaign” and you will see a screen like the one below:



Simply name your Campaign and click on the “Create” button where you will then be taken to a screen like the one below (enter a name which you will be able to easily refer to a specific website)



The Campaign ID for the example above is - 5335818831 - and this is the ID you will need to enter into your store “Setup” area.

Note: Every time you build a new store you should create a new Campaign ID. This will allow you to track the clicks and sales you are generating from each of your stores so you know what’s performing and what could do with improving.

(b) Powered By Link

Every page of your store will automatically have a “Powered By Build A Niche Store” link at the bottom of each page.

You can choose whether or not to display this link by ticking / un-ticking the check box.

(c) ClickBank ID

If you do display it then you will want to join the BANS affiliate program so that you can generate additional revenue when a visitor clicks on that link and then buys BANS. Affiliate commission for referral of BANS is currently 50% which works out at just over $44 per sale.

To participate in our affiliate program you will need to follow the guidelines contained inside our affiliate centre found here:

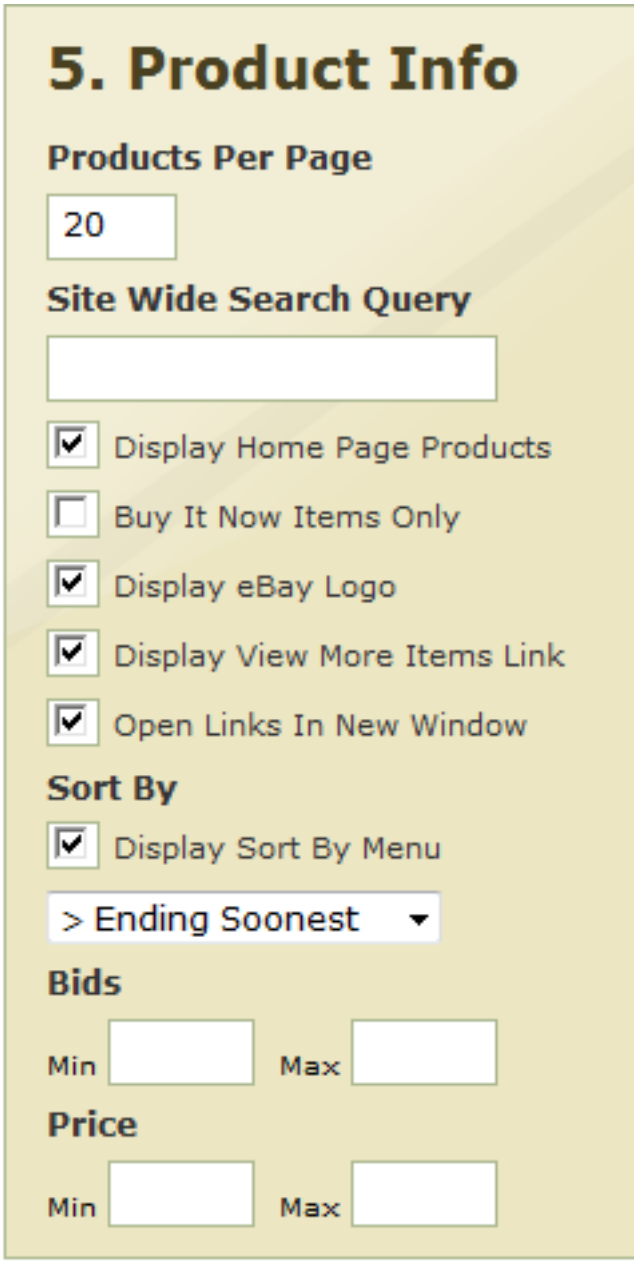
http://www.buildanichestore.com/affiliate

Once you have your unique ClickBank affiliate id place it inside the “ClickBank ID” input box.

(d) Cloak Affiliate Links

All of the affiliate links found inside your store are by default set to be cloaked. If you do not want to cloak your affiliate links please un-tick the check box.

(iv) Box 5: Product Info



Box number 5 enables you to further define which products are displayed in your store and how they are arranged.

(a) Products Per Page: Change the amount of products displaying on each of your store pages to any number between 1 and 100.

(b) Site Wide Search Query: Enter a particular keyword or combination of keywords to only list products which contain that keyword.

(c) Display Home Page Products: Choose whether or not to display product listings on your store home page.

(d) Buy It Now Items: Choose whether or not to only list (Buy It Now) BIN items in your store.

(e) Display eBay Logo: Choose whether or not to display the eBay logo above your store product listings.

(f) Display View More Items Links: Choose whether or not to display the "view more items on eBay" link which will appear underneath each page of product listings. When clicked on this will direct your visitor straight to relevant eBay listed search results tagged with your eBay affiliate id.

(g) Open Links In New Window: Choose whether or not to open a product listing when it is clicked on in a new browser window.

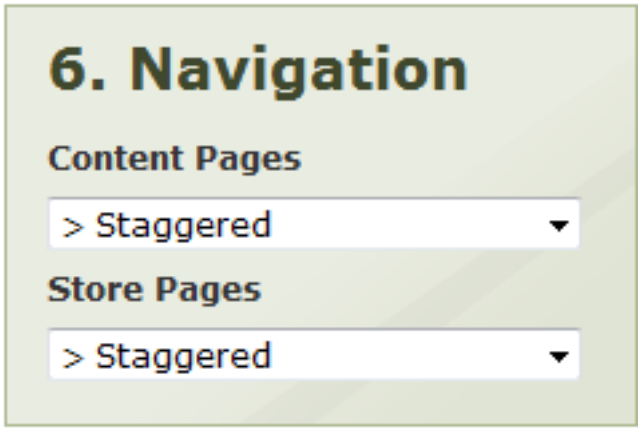
(h) Sort By Menu: Tick the box to display the sort by menu on each of your store pages.

(i) Sort By Options: Choose from the drop down the way in which you want your store products to be ordered.

(j) Bids (Min And Max): Enter a minimum and / or maximum bid amount to limit the products displayed to those that currently fall inside this bid range.

(k) Price (Min And Max): Enter a minimum and / or maximum price to limit the products displayed to those that currently fall inside this price range.

(vi) Box 6: Navigation

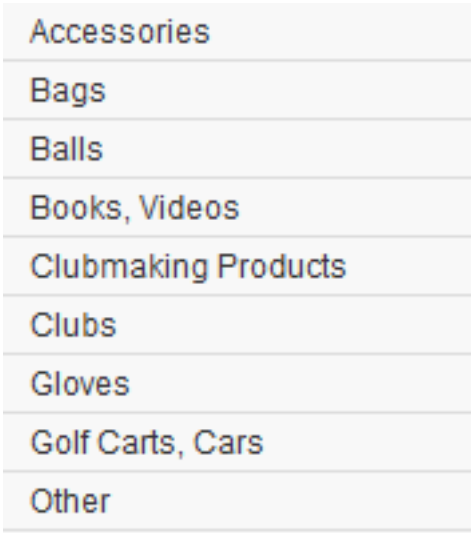


Box number 6 determines the navigational structure of both your content and store pages (covered in lessons 6 and 7 respectively).

For each you have three options:

1. A "Closed" Navigation

A "Closed" Navigation will give your content and store pages a hierarchical structure (like a family tree) meaning that a visitor will actually have to click on a particular category to see what sub-categories it contains:

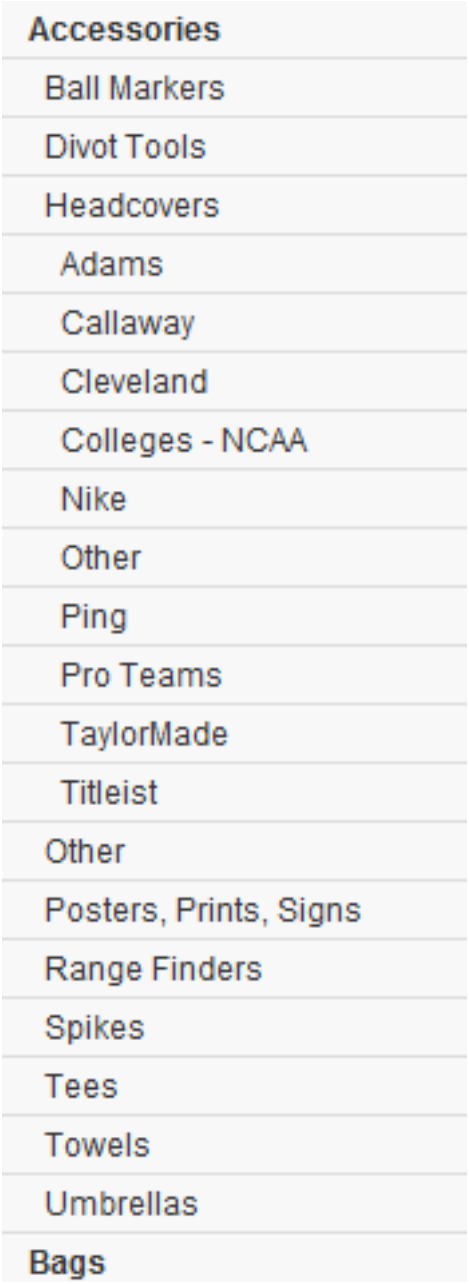


2. A “Staggered” Navigation

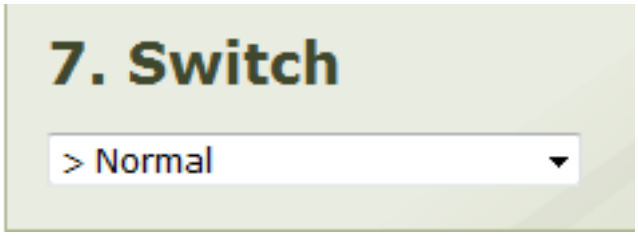
A “Staggered” navigation is in between the open and closed options. When you click on a particular category the sub-categories inside that category will become visible but the other top level categories will also remain visible allowing your visitor to navigate to different parts of your store when inside a particular category.

3. An “Open” Navigation

An “Open” navigation means that all of your content or store pages are visible from any one page:



(vii) Box 7: Switch



Box number 7 is your final Setup option and it relates to how your products are called to your store from eBay.

Curl is an alternative technology that may offer better performance for some users but not all

hosting providers enable it.

The default setting for this is “normal” and if you leave it as this and receive an error message instead of products after building your store at the end of this lesson then you will need to change this setting from normal to curl.

Alternatively, if you select Curl and receive an error message then you will need to select the default “normal” setting.

3.3 Finishing The Setup Process

Having gone through the Setup area you are now ready to press the “Save” button in the middle of your screen which will actually build your store according to all of the details you have inputted above.

Your new store details will be saved and you will automatically be returned to the home page of your BANS admin panel ready to move on to the next lesson.

You can view your new store by clicking on the “View Store” link next to the BANS logo at the top of your admin panel.

This will take you to your store home page from which you can navigate to the different parts of your new store.

With your basic store built lessons 4 through 7 will walk you through changing the appearance of it and developing it further.

Lesson 4: Template Options

4.1 What You Will Be Doing

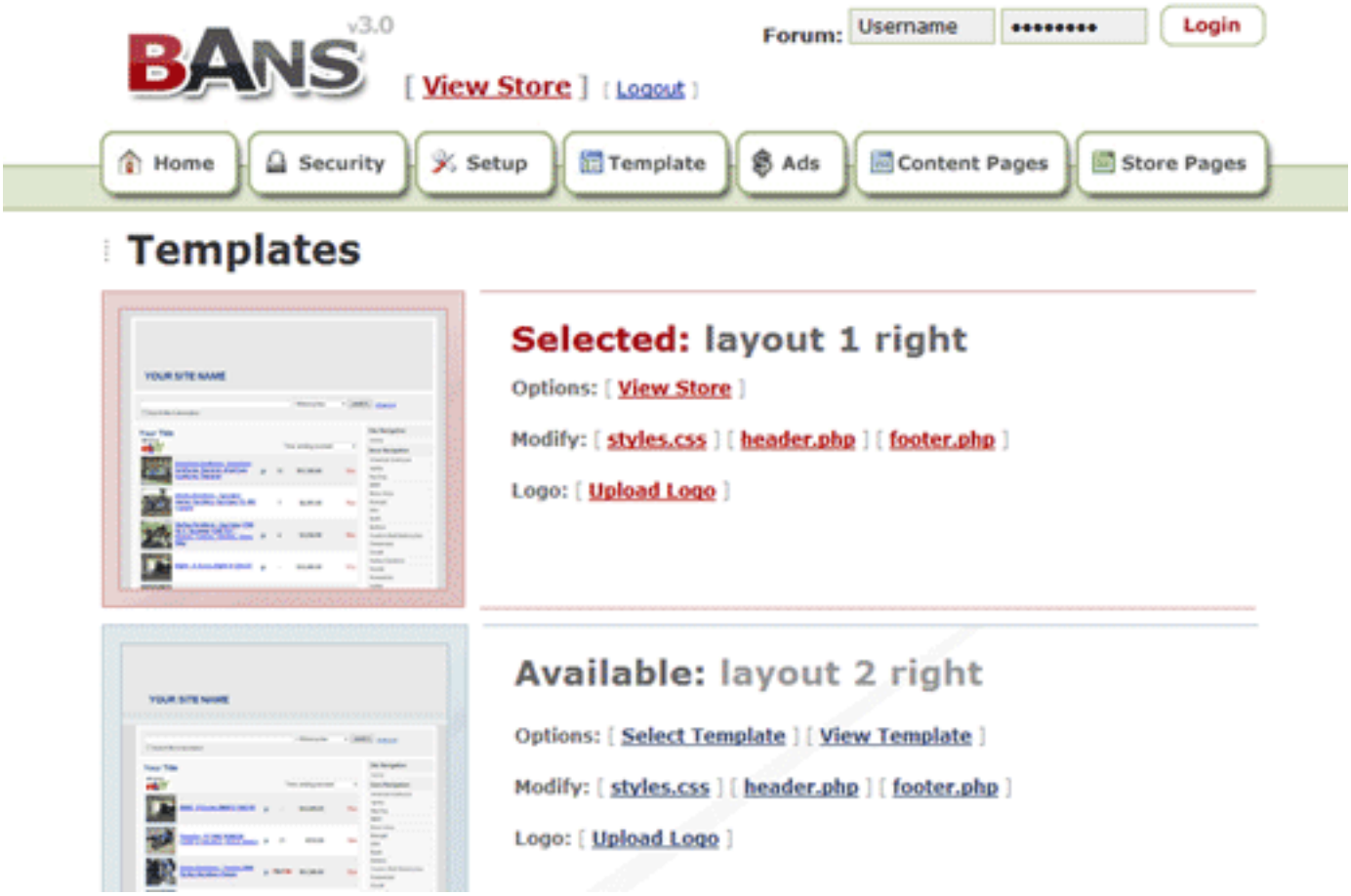
With your basic store built the next question is templates and it's the Template Area where you will choose and customize your template.

In this lesson you will be learning the following:

4.2. The Difference Between Selected And Available Templates
4.3. Modifying Your "Selected" Template
4.4. Modifying The "Available" Template(s)
4.5. Uploading A Logo
4.6. Making "Other" Templates "BANS Friendly"

4.2 The Difference Between Selected And Available Templates

By clicking on the “Template” button in the top menu you will be taken to the following screen:



Inside this area you will see two default templates which are automatically installed as part of the installation process you have already carried out.

By default your “selected” template is layout-1-left and the other eight are listed below as your “Available” templates.

The selected template is the one that your new store will currently be using and which can you view by clicking on the “View Store” link next to the BANS logo.

To use your available template rather than the default selected one click the “Select Template” link next to that template and your screen will refresh and your newly selected template will appear at the top of the Template area.

Apart from the fundamental difference between selected and available templates (ie one is being used and the other(s) isn’t) there is also a difference in the customization process. Both selected and available templates can be modified from inside this part of your BANS admin panel but whereas the changes you make to the selected template will go live on your site as you make them, the changes made to any available templates will only be viewable by you and will only go live on your site once you “select” it as your site template.

4.3 Modifying Your Selected Template

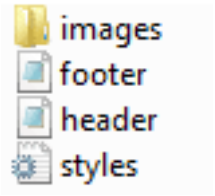
Next to the image of your selected template you will see three links to the right of “Modify” which will enable you to alter the different core files (css styles / header file / footer file) which make up your template.

Simply click on the link of the file you want to edit and you will be taken through to the appropriate edit area.

Please note that we have created a comprehensive guide to customizing BANS templates which you can read inside the BANS member forum at the following url:

http://www.buildanichestore.com/members/template-guide.php

Note: If you receive errors inside your admin area when trying to modify your store template you will need to CHMOD the following folder / files locaed inside your selected template folder to 777:



Please refer to the CHMOD section of the Installation Manual if you need help with this.

Note: Remember that any changes you make to your selected template will automatically go live as you make them

4.4 Modifying Your Available Template

As noted you can modify one of your available templates before you decide to “select” it as your site template. This enables you to make non-live changes and you can view the changes that you make by clicking on the “View Template” link next to the appropriate template.

This will open a demo of the particular template in a new browser window.

To modify one of your available templates and / or upload a logo please follow the instructions as per the previous section using the links next to the template you want to alter.

4.5 Uploading A Logo

You can also upload a logo to either your “Selected” or any one of your “Available” templates.

The standard logo size for a 2 column template is 780 x 180 pixels. The standard logo size for a 3 column template is 968 x 180 pixels.

Note: Uploading a smaller or larger logo will result in distortion of the image.

To upload a new logo click on the “Upload Logo” link next to the template you want to add a logo to...You will then be taken to a screen like the one shown below:

Click on the “Browse” button to find the logo you want to upload from your computer and then click the “Upload Logo” button to upload it to your chosen template.

Note: Your logo must be saved as **logo.jpg** for it to successfully upload and display on your website. If your logo is not saved exactly as - **logo.jpg** - then it will not display once uploaded!

Examples which will upload but not display: Logo.jpeg, LOGO.jpg, mylogo.jpg etc...

Correct logo name: logo.jpg (all lowercase letters)

4.6 Making “Other” Templates “BANS Friendly”

If you have another “non-BANS” template that you would like to use with BANS please click on the following link which will take you to the tutorial - BANS Friendly Templates - inside the BANS member area:

http://www.buildanichestore.com/members/bans-friendly-templates.php

It contains the instructions necessary to convert any template to a BANS friendly format along with how to upload it to your BANS admin panel. You will then be able to follow the guidelines detailed in 4.3 to 4.5 regarding customizations.

Lesson 5: Site Wide Advertisements

5.1 What You Will Be Doing

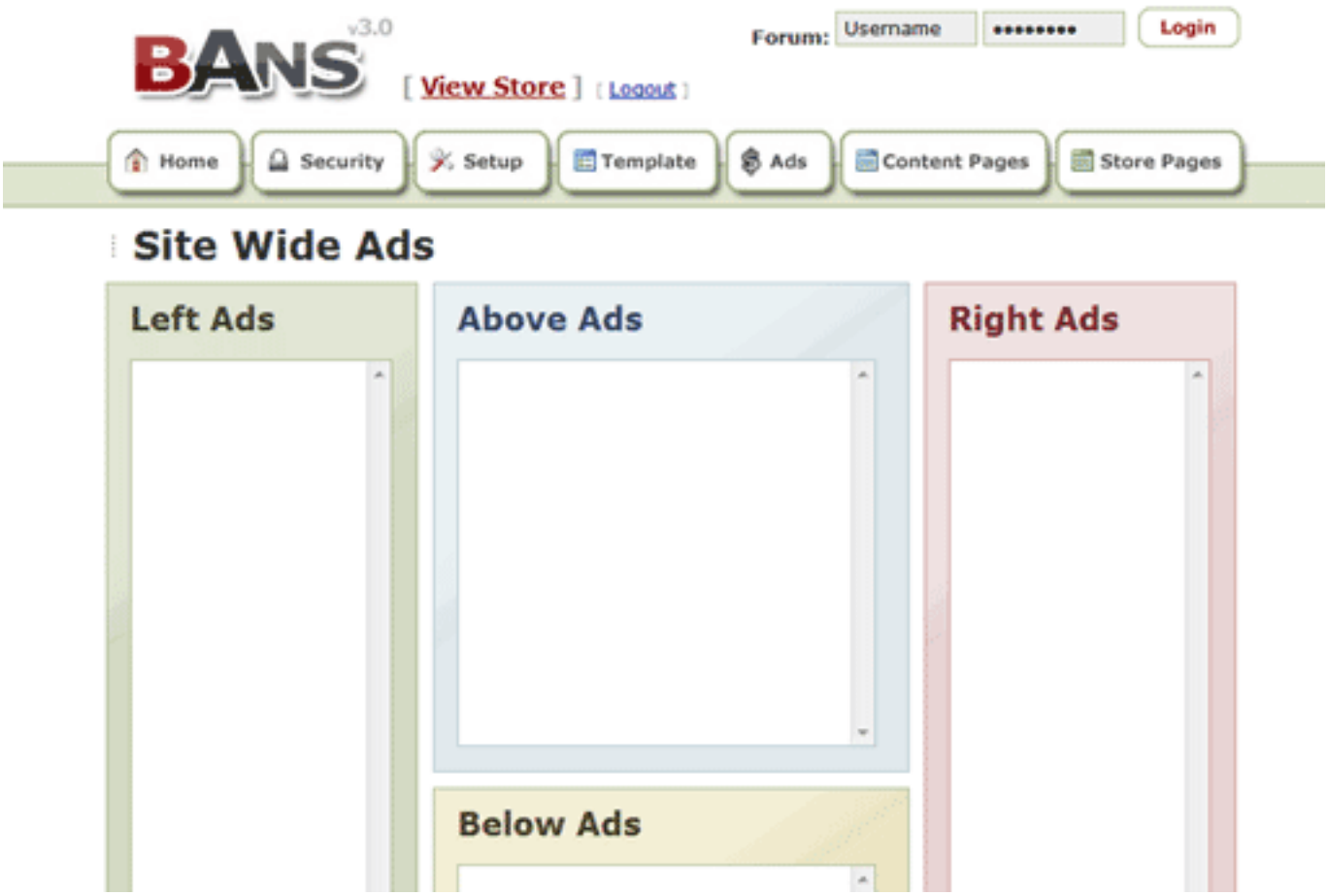
With your basic store built and your template as you like it's now time to add supplementary advertisements to your new site. This is another simple step.

In this lesson you will be learning the following:

5.2. How To Place Advertisements On Your Site

5.2 Placing Advertisements On Your Site

By clicking on the “Ads” button in the top menu you will be taken to the following screen:



Inside this area you will see 4 boxes which correspond to the different parts of your template that you can place ads.

Please note that using this feature will automatically place the ads on every page of your site including new content pages and store pages that you may create in lessons 6 and 7.

When we get to those lessons you will see an overwrite facility for each of your individual content and store pages which will enable you to place ads on a particular page only.

However, for now let’s focus on placing ads across your whole site and the different parts of your template that you can place them in.

BANS has four default ads spots:

1. In the left navigation of your template, (160px width)
2. Above your store products,
3. Below your store products, and
4. In the right navigation of your template (this is for 3 column templates only).

To add your advertisements simply place your ad code inside the relevant box and press the save button at the bottom right of your screen.

Click on the “View Store” link next to the BANS logo and you will be able to see your new ads.

Lesson 6: Content Pages

6.1 What You Will Be Doing

Content pages are a great way to both improve your visitor experience and target new keywords in the search engines. The Content Pages area also contains your site home page and site map.

In this lesson you will be learning the following:

6.2. An Introduction To The Content Pages Area
6.3. Editing Your Home Page
    (i) Box 1: Meta Tags
    (ii) Box 2: Page Content
    (iii) Box 3: Page Info
    (iv) Box 4: Product Info
    (v) Box 5: Page Ads
6.4. Edit Your Site Map
6.5. Creating A New Content Page
    (i) Box 1: Meta Tags
    (ii) Box 2: Page Content
    (iii) Box 3: Page Info
    (iv) Box 4: Page Ads
6.6. Editing A Content Page
6.7. Deleting Content Pages
6.8. Turning Content Pages On Or Off
6.9. Changing Your Content Page Order

6.2 An Introduction To The Content Pages Area

By clicking on the “Content Pages” button in the top menu you will be taken to the following screen:

Your Content Pages area enables you to add articles and information pages to your store turning it from a basic niche store into a small (or large) niche content website.

This has great benefits for improving your search engine rankings and your repeat visitor rate by adding value to your store and enhancing your users experience.

Having built your basic store the only two pages in this section to start with will be your “Home Page” and “Site Map”.

We will come to these two pages in a moment but first we need to summarize all the different things you can do from inside this area.

These include:

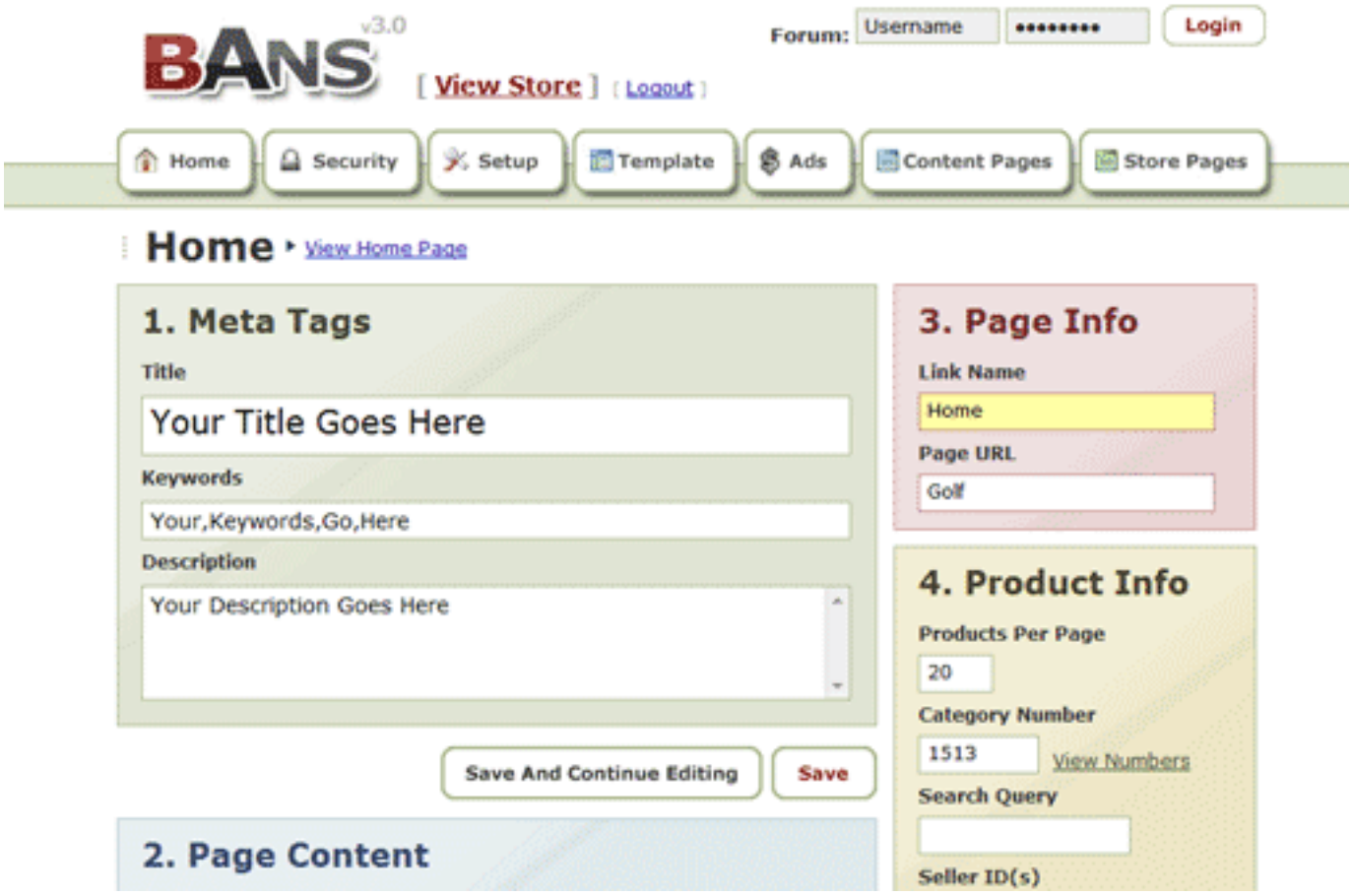
• Edit your home page
• Edit your site map
• Create a new content page
• Delete a content page
• Turn a content page on or off
• Change your content page order

We will now look at these things in turn.

6.3 Editing Your Home Page

At the moment your home page will either be blank or will have eBay product listings on it depending on what you decided back in lesson 3.2 when first setting up your store.

By clicking on the “edit” link next to your Home page listing you will be taken to the following screen and will be able to add to your existing home page:



The format of this page is similar to the Setup area you have already encountered back in Lesson 3.2 with numbered boxes which correspond to the different features.

As before you can either save as you go using the “Save And Continue Editing” button which will keep you on this page or save when you’re finished using the “Save” button which will return you to the main Content Pages area.

To view your home page as you make progress you can click on the “View Home Page” link above box 1. Alternatively, to view your home page link when you have finished click the “View” link next to the Home Page listing inside your main Content Pages area.

We will now walk through each of the 5 boxes explaining their relevance.

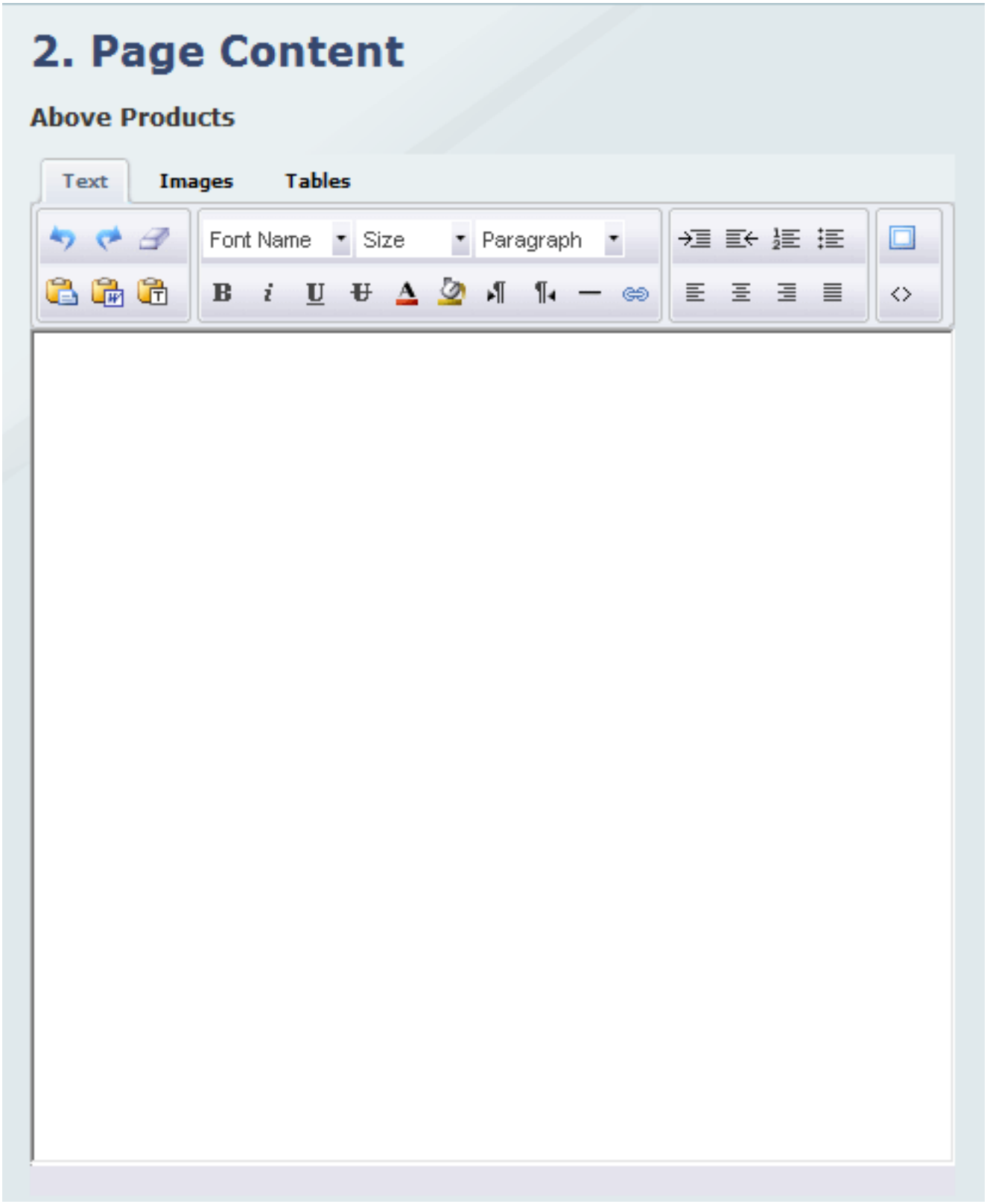
(i) Box 1: Meta Tags

Box number 1 relates to the home pages “meta tags” including the title tag, keywords tag and description tag.

If you are new to meta tags and their role in search engine rankings then we recommend you read these two short guides to help you fill in these three boxes:

• Title tag guide: http://www.seoselfhelp.com/using-title-tag.htm
• Meta tag guide: http://www.seoselfhelp.com/using-meta-tags.htm (covers your keyword and description tag)

(ii) Box 2: Page Content



Box number 2 deals with your home page content. It contains a WYSIWYG (what you see is what you get) HTML editor which enables you to add content to your home page.

If you opted to include product listings on your home page back in lesson 3.2 then you can use this box to place content either above, below or both above and below your product listings.

Note: If you did not opt to display home page products you only need to use the “Above Products” box.

This content is a great way to introduce your store to its visitors encapsulating what its purpose is and what they should find by browsing through it.

Note: PHP code cannot be added into the content box.

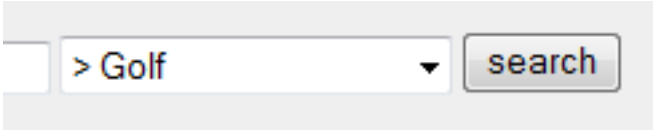
(iii) Box 3: Page Info

Box number 3 enables you to change your “Home Page Link Name” aswell as your main chosen “Category Link Name” and “Category Page URL”.

Your “Home Page Link Name” will appear as the first link at the top of either your left or right navigation (depending on the template you are using) enabling visitors to navigate back to the home page from any other page of your store.

You can either call it “Home” so as to be self-explanatory or alternatively you can use your target keywords to assist in search engine rankings. For example, with a golf store you might name it “Golf Store” or “Golf Equipment” rather than Home.

Your “Category Link Name” is the name of your main chosen category and appears inside your store search box as shown below:



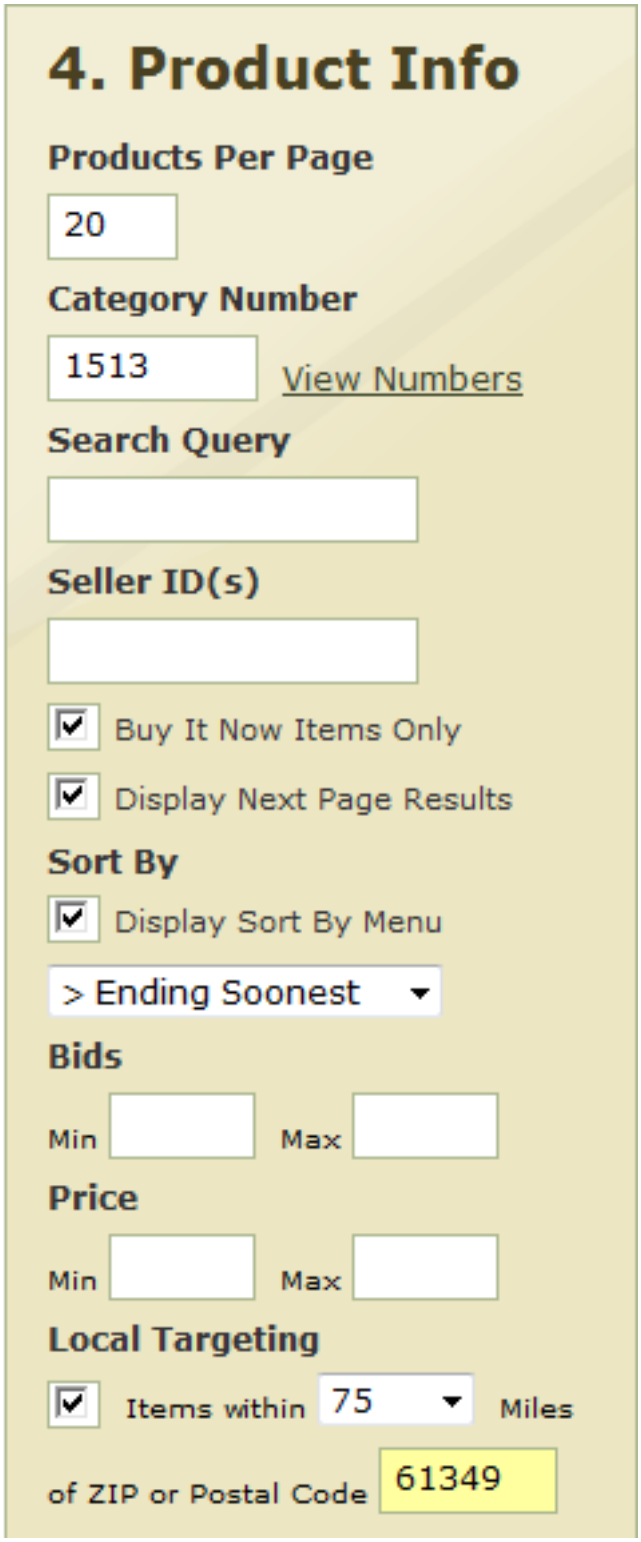
Your “Category Page URL” appears when you view one of your store pages as highlighted in the URL below:

http://www.yourdomainname.com/**Golf**/Golf-Balls

You may choose to change the “Category Link Name” and “Category Page URL” using more targeted keywords to assist in search engine rankings.

Note: Your “Category Page URL” should not contain any spaces! If you enter - Golf Store - you should replace all spaces for a hyphen (-) or under_score (_) ie: Golf-Store

(iv) Box 4: Product Info



Box number 4 enables you to further determine which products are displayed on your home page and how they are arranged.

If you didn't opt to display products on your home page back in lesson 3.2 then you can proceed to the 5th and final box.

If you did opt to display products and you want to alter these listings you can change them in the following ways:

(l) Products Per Page: Change the amount of products displaying on your home page to any number between 1 and 100.

(m) Category Number: Enter a category number to only list products from that category.

(n) Search Query: Enter a particular keyword or combination of keywords to only list products which contain that keyword.

(o) eBay Seller id: Enter an eBay seller id(s) to only list products listed on eBay by that seller(s).

(p) Buy It Now Items: Tick the box to only list (Buy It Now) BIN items.

(q) Display Next Page Results: Tick the box to display subsequent pages of results...ie page 2, 3, 4 etc.

(r) Sort By Menu: Tick the box to display the sort by menu on your home page.

(s) Sort By Options: Choose from the drop down menu the way in which you want your home page products to be ordered.

(t) Bids (Min And Max): Enter a minimum and / or maximum bid amount to limit the products displayed to those that currently fall inside this bid range.

(u) Price (Min And Max): Enter a minimum and / or maximum price to limit the products displayed to those that currently fall inside this price range.

(v) Local Targeting: Tick the box, enter the mile radius and enter a zip / postal code to limit the products displayed to those that appear inside that geographical area,

(iv) Box 5: Page Ads

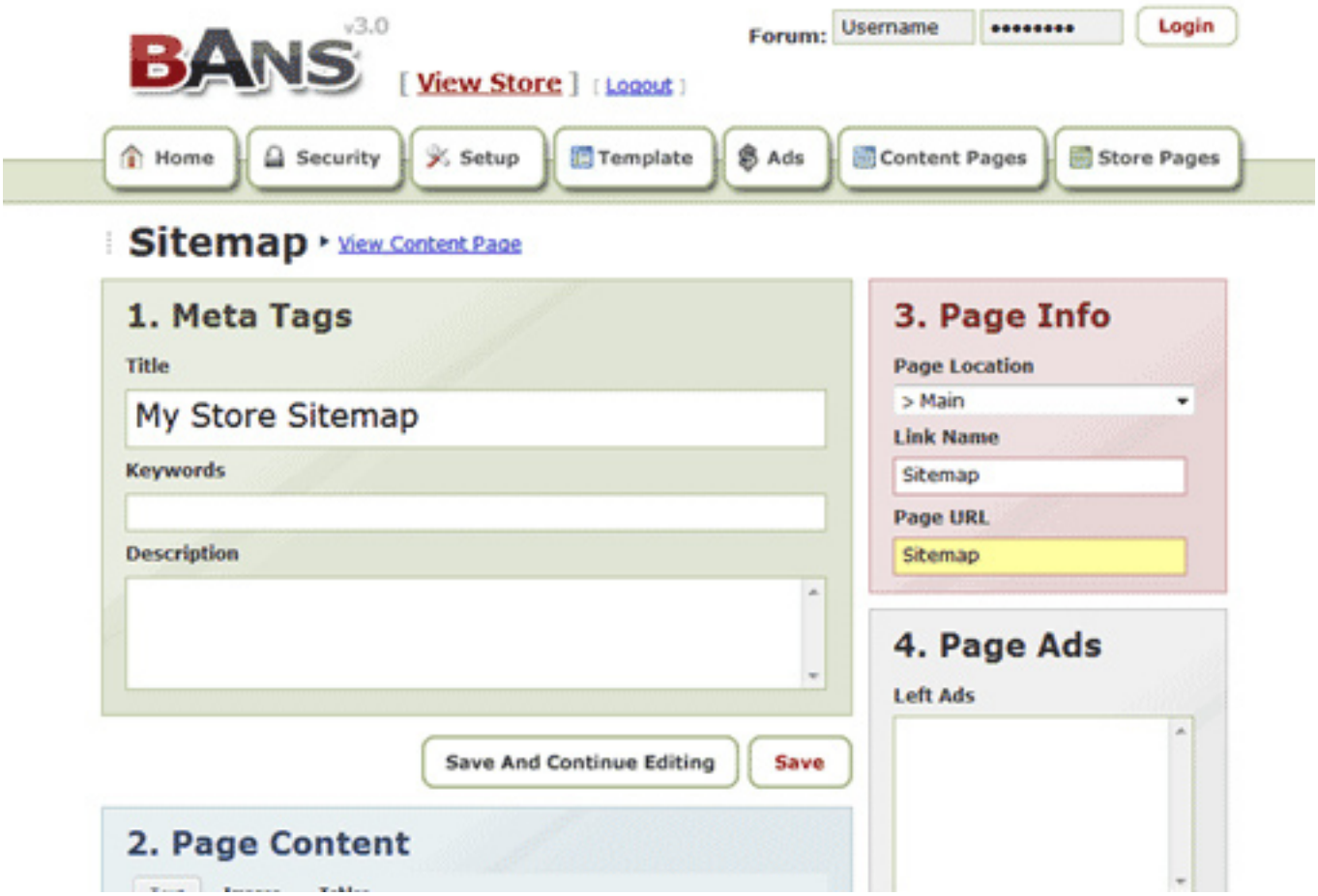
The final box, box number 5, enables you to overwrite the site wide ads you placed across your store back in lesson 5.

There are four boxes which correspond to the four different ad positions. Place your ad code in the appropriate box and your home page will show those ads. Remove the code and your site wide ads will re-appear.

6.4 Editing Your Site Map

BANS automatically creates a site map containing links to both your content and store pages to allow both your visitors and the search engines to quickly navigate through your site.

The boxes on this screen are very similar to “Editing Your Home Page” and you can do everything from changing the meta tags, adding content above your site map links, changing the link name and page url for increased SEO and placing targeted ads specific to this page.



Your Google Site Map

BANS also automatically creates a Google Sitemap which can be submitted to Google as part of your Search Engine Optimization strategy.

Your Google sitemap will not be visible to your store visitors but you can access it by entering your website url into your internet browsers address bar followed by /sitemap.xml

http://www.yourdomainname.com/sitemap.xml

If you have installed BANS into a folder you will also need to include your folder name:

http://www.yourdomainname.com/foldername/sitemap.xml

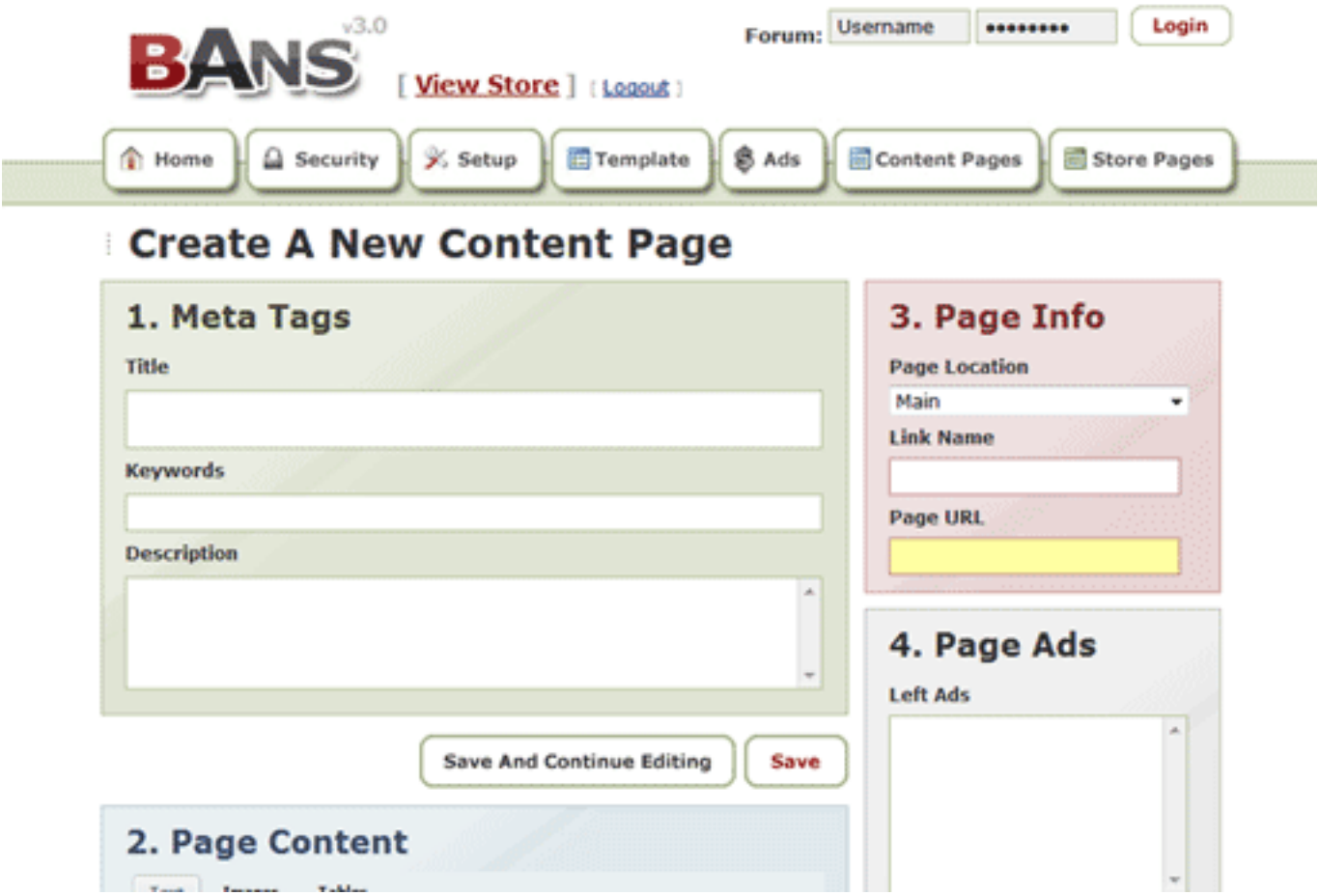
To read more about Google Sitemaps please click on the following link:

http://www.google.com/webmasters/tools

6.5 Creating A New Content Page

To create a new content page click on the “Create Content Page” link at the top of your Content Pages main area.

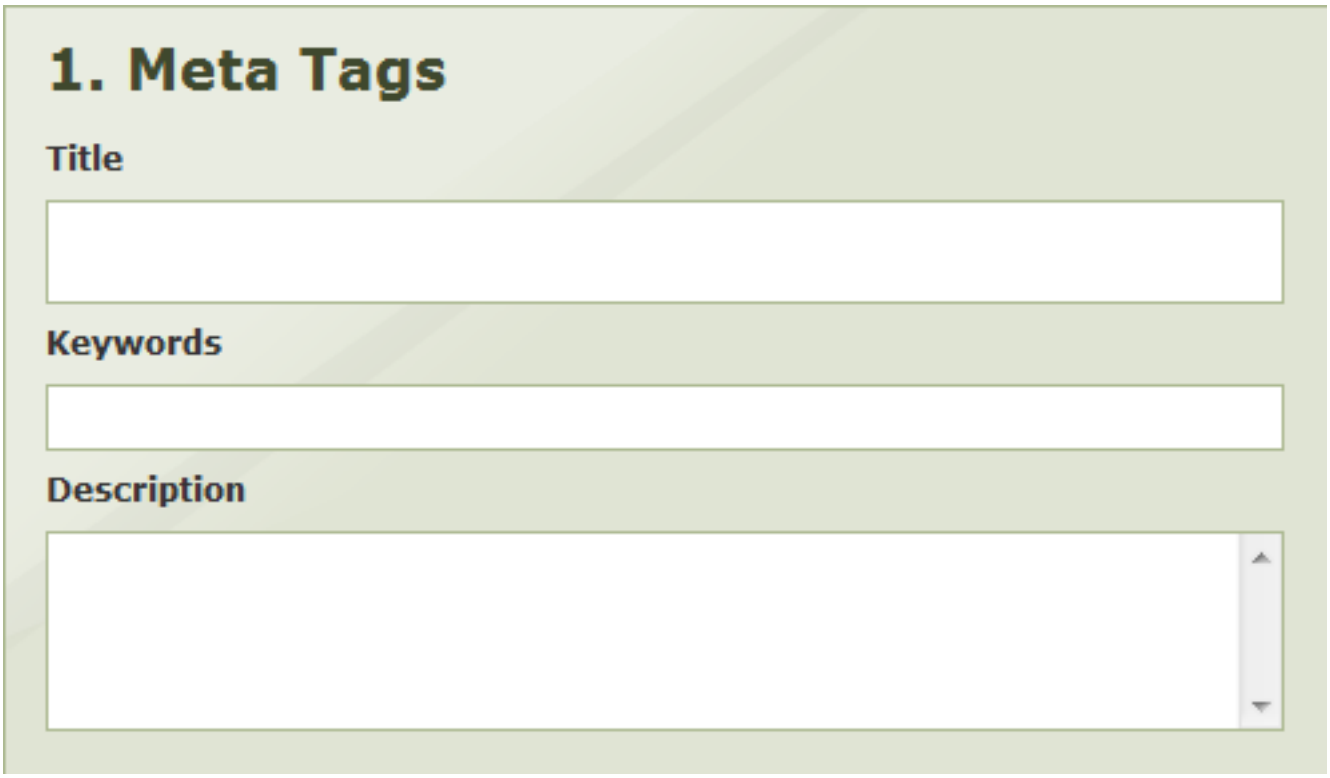
This will take you to the following screen:



This page has 3 of the 5 boxes that we walked through in lesson 6.3 and you will use them, as before, to create your new content page.

Again, you can save as you go using the “Save And Continue Editing” button along with the “View Content Page” link (above box number 1 once you’ve pressed the “Save And Continue Editing” button) to check your progress or you can finish your new page, press the “Save” button and view it via the “View” link inside your main Content Pages area.

(i) Box 1: Meta Tags

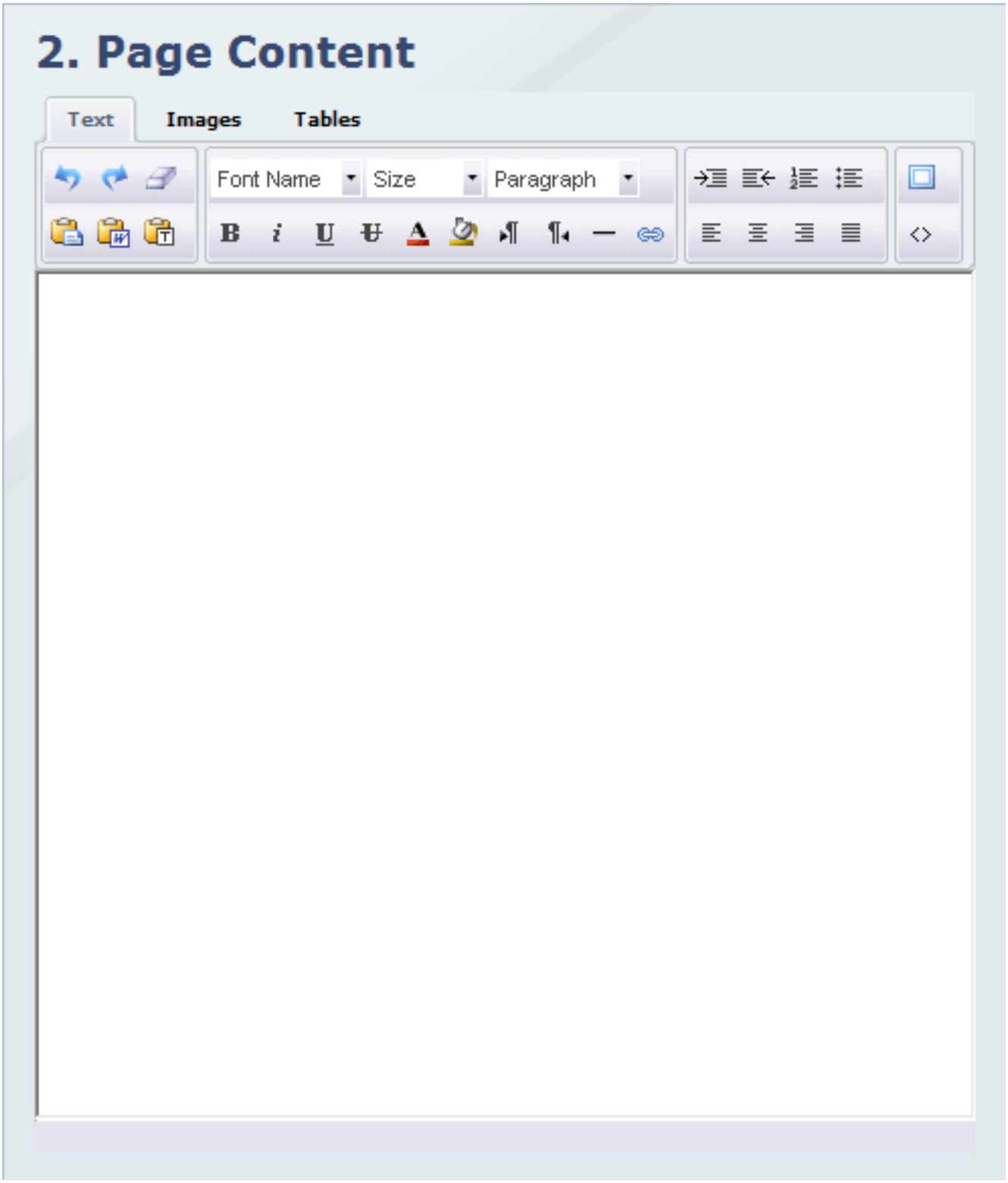


Box number 1 relates to the home pages “meta tags” including the title tag, keywords tag and description tag.

Remember the two tutorials we previously linked to if you are new to meta tags.

• Title tag guide: http://www.seoselfhelp.com/using-title-tag.htm
• Meta tag guide: http://www.seoselfhelp.com/using-meta-tags.htm (covers your keyword and description tag)

(ii) Box 2: Page Content



Box number 2 enables you to add the content for this new page. As before it contains a WYSIWYG (what you see is what you get) HTML editor.

Note: Remember that PHP code cannot be added into the content box.

(iii) Box 3: Page Info

Box number 3 enables you to place and name your new content page.

(a) Page Location: Here you choose where to locate this page in your content page navigation structure. (This is particularly useful when you create many content pages, allowing you to arrange and sort them as you can your store pages (see lesson 7))

(b) Link Name: This is the link name of your page and should contain your pages main target keywords to assist search engine rankings.

(c) Page Url: This is the url address of your new content page and should again contain your pages main target keywords to assist search engine rankings.

Note: Your Page URL should not contain any spaces! If you create a new Content Page to review golf balls then instead of entering - Golf Ball Reviews - you should enter - Golf-Ball-Reviews - replacing all spaces for a hyphen (-) or under_score (_)

(iv) Box 4: Page Ads

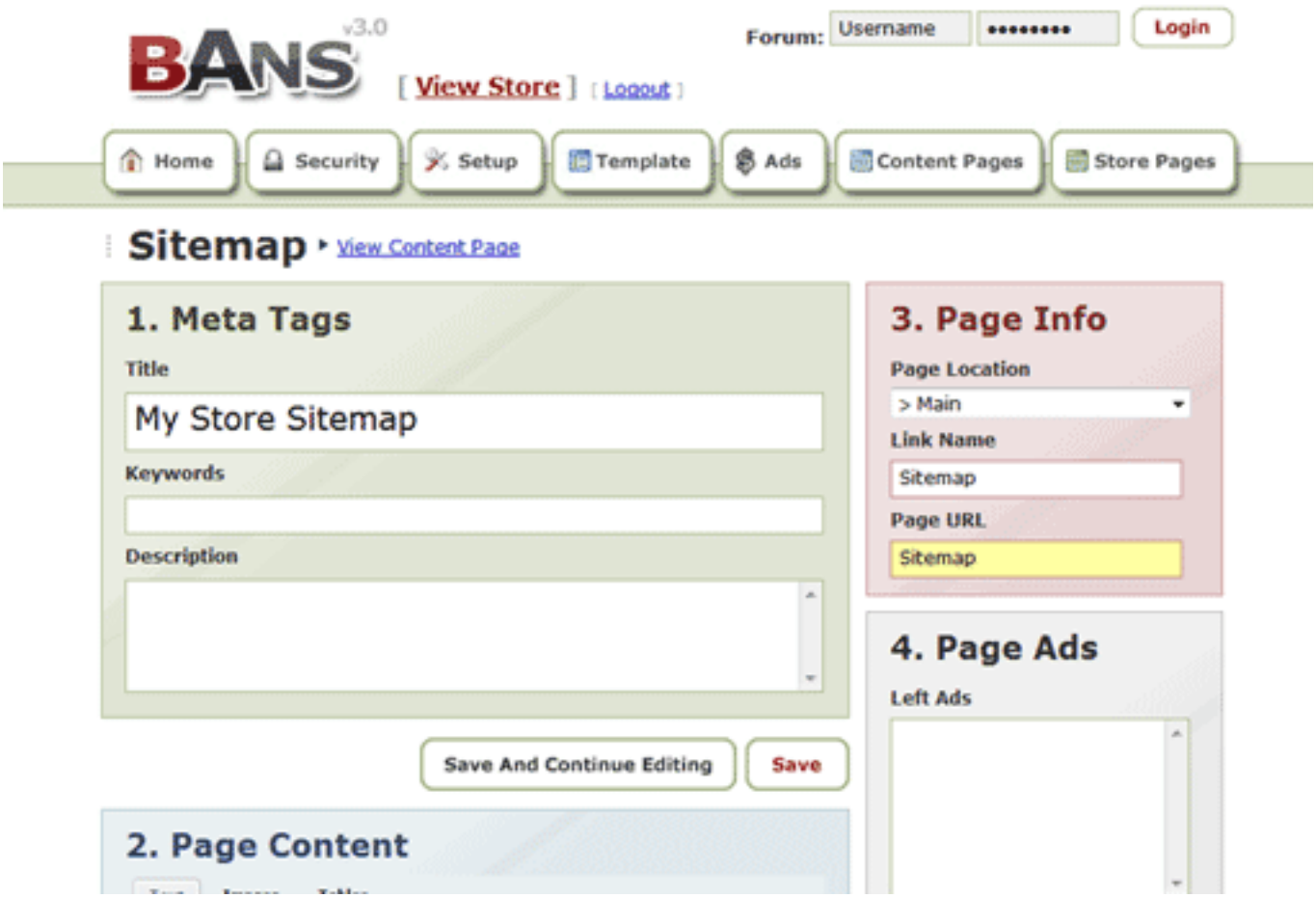
The final box, box number 4 enables you to overwrite your site wide ads (see lesson 5) for this page.

Because there are no products on this page there are now two boxes which correspond to the two different ad positions available. By placing your ad code into one of these boxes your new content page will now show these ads. Remove the code and your site wide ads will re-appear.

6.6 Editing A Content Page

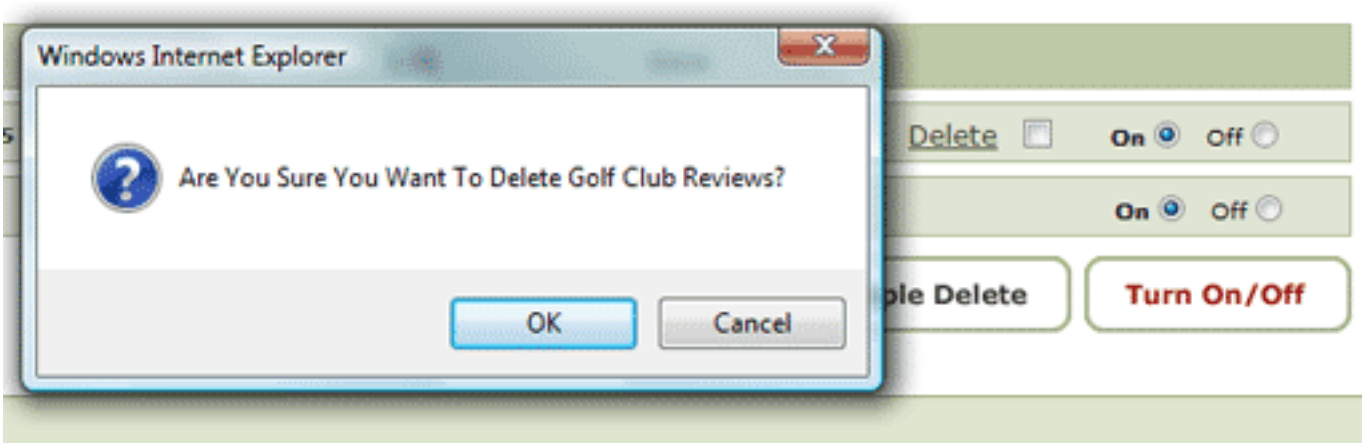
To edit a particular content page click on the “Edit” link next to the content page you want to edit from inside your Content Pages main area.

This will take you to the page you used to create this content page in the previous lesson and you will be able to amend / add to it by following the details contained in lesson 6.4.



6.7 Deleting Content Pages

You can delete one or multiple content pages from inside your main Content Pages area. To do so, simply click the “Delete” link which is next to the page you want to delete.



A small box will appear which will ask you – “Are You Sure You Want To Delete Name Of Page” Press OK and your browser will refresh and the particular page will be gone from the listings.

To delete multiple pages you can tick the delete boxes next to the pages you want to delete and then click the “Multiple Delete” button at the bottom of the page.

Please note that if you use the delete feature the pages you delete are completely removed from your site and are no longer retrievable.

Therefore, if you would like to remove the page or pages from public view but not completely delete them you can use the Turn On / Off feature described below instead.

6.8 Turning Content Pages On Or Off

This feature works in a similar way to the multiple delete feature.

To turn a particular page or pages on or off check the appropriate on or off buttons and click the “Turn On / Off” button at the bottom of the page.

Please note that if you delete / turn off a page which has sub-pages inside it then you will also delete / turn off all of those sub-pages aswell.

6.9 Changing Your Content Page Order

To change your content page order click on the “Change Page Order” link at the top of your main Content Pages area.

This will take you to the following screen:

To change your page order enter 1, 2, 3 etc into the relevant input boxes as shown below:

To reset the ordering of a content page enter 1000 into the relevant input box.

Note: You can move a page to the bottom of the list by entering 1001, 1002, 1003 etc into the relevant input boxes.

Lesson 7: Store Pages

7.1 What You Will Be Doing

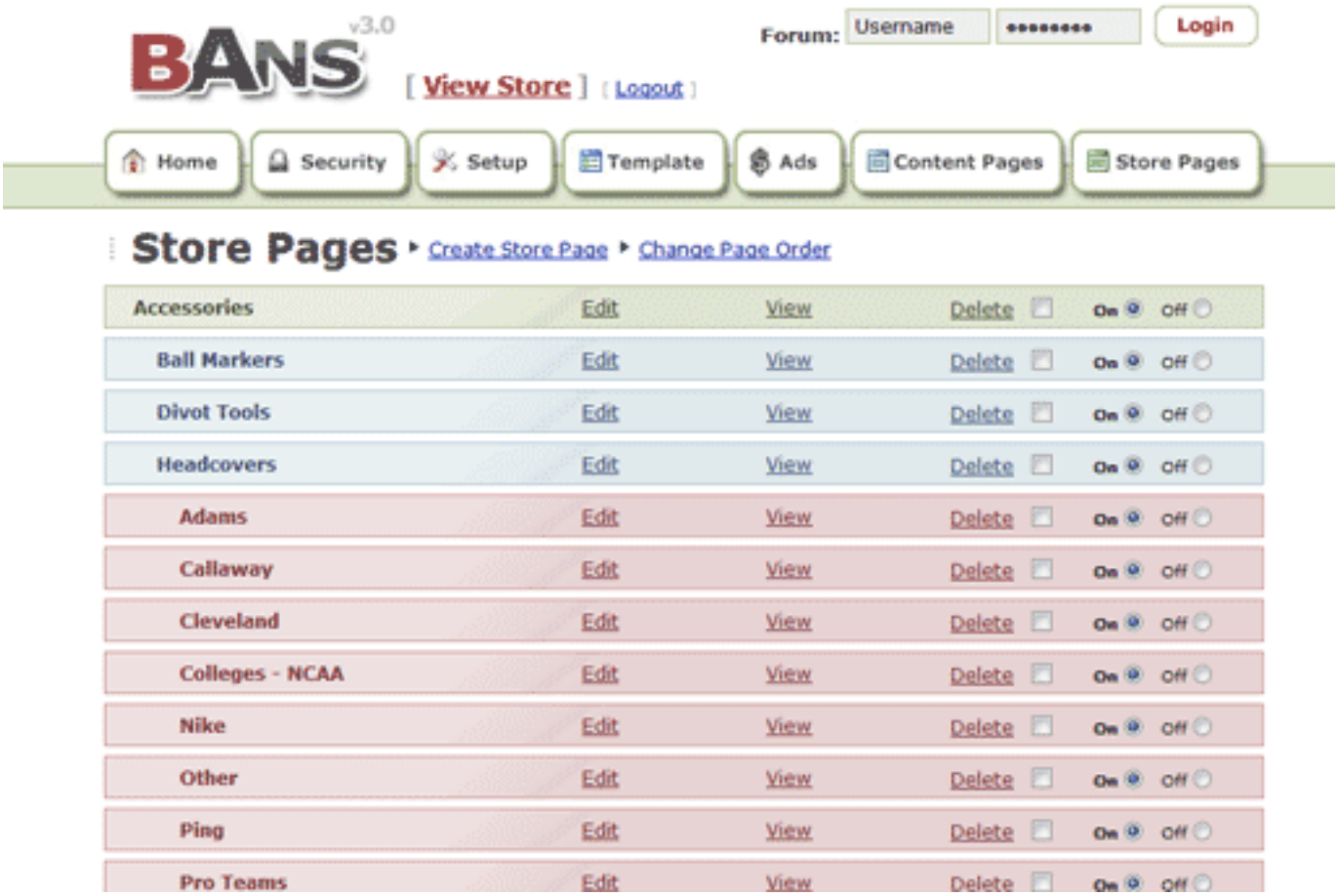
This lesson focuses on the products that your store contains and the pages that they are displayed on.

In this lesson you will be learning the following:

7.2. An Introduction To The Store Pages Area
7.3. Creating A New Store Page
    (i) Box 1: Meta Tags
    (ii) Box 2: Page Content
    (iii) Box 3: Page Info
    (iv) Box 4: Product Info
    (v) Box 5: Page Ads
7.4. Editing A Store Page
7.5. Deleting Store Pages
7.6. Turning Store Pages On Or Off
7.7. Changing Your Store Page Order

7.2 An Introduction To The Store Pages Area

By clicking on the “Store Pages” button in the top menu you will be taken to the following screen:

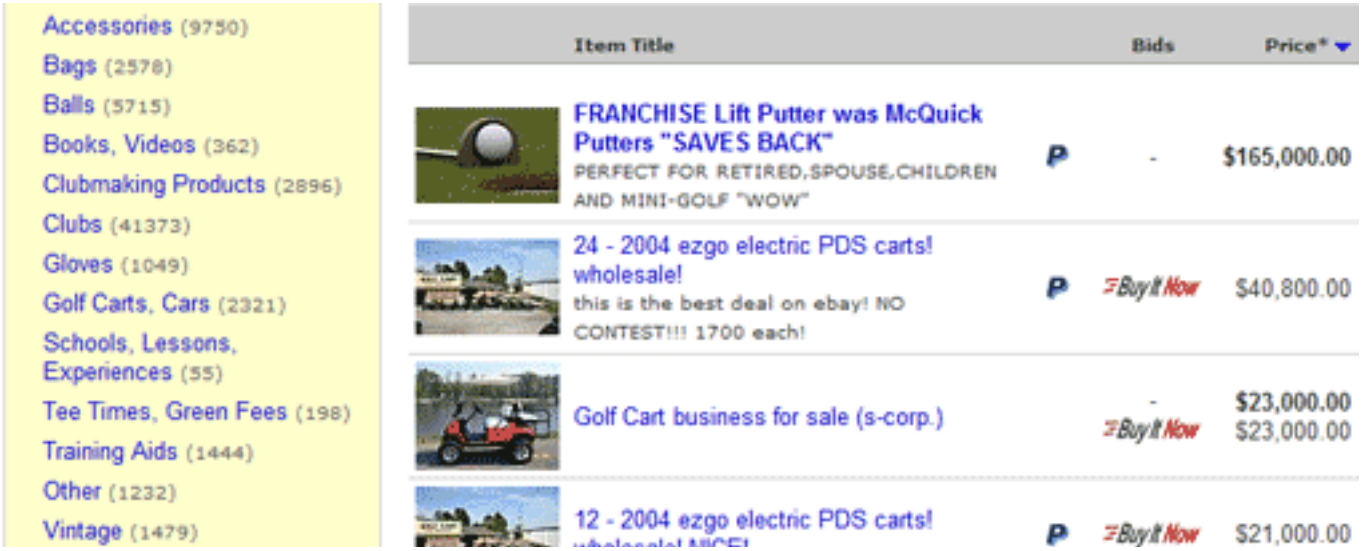

BANS v3.0
Forum: Username
Login
[View Store] [Logout]
Home
Security
Setup
Template
Ads
Content Pages
Store Pages
Store Pages
Create Store Page
Change Page Order
Accessories Edit View Delete On Off
Ball Markers Edit View Delete On Off
Divot Tools Edit View Delete On Off
Headcovers Edit View Delete On Off
Adams Edit View Delete On Off
Callaway Edit View Delete On Off
Cleveland Edit View Delete On Off
Colleges - NCAA Edit View Delete On Off
Nike Edit View Delete On Off
Other Edit View Delete On Off
Ping Edit View Delete On Off
Pro Teams Edit View Delete On Off

The home page of your Store Pages area will automatically contain a list of all the store pages that BANS has automatically created as a consequence of the category number you entered into your Setup area back in lesson 3.2

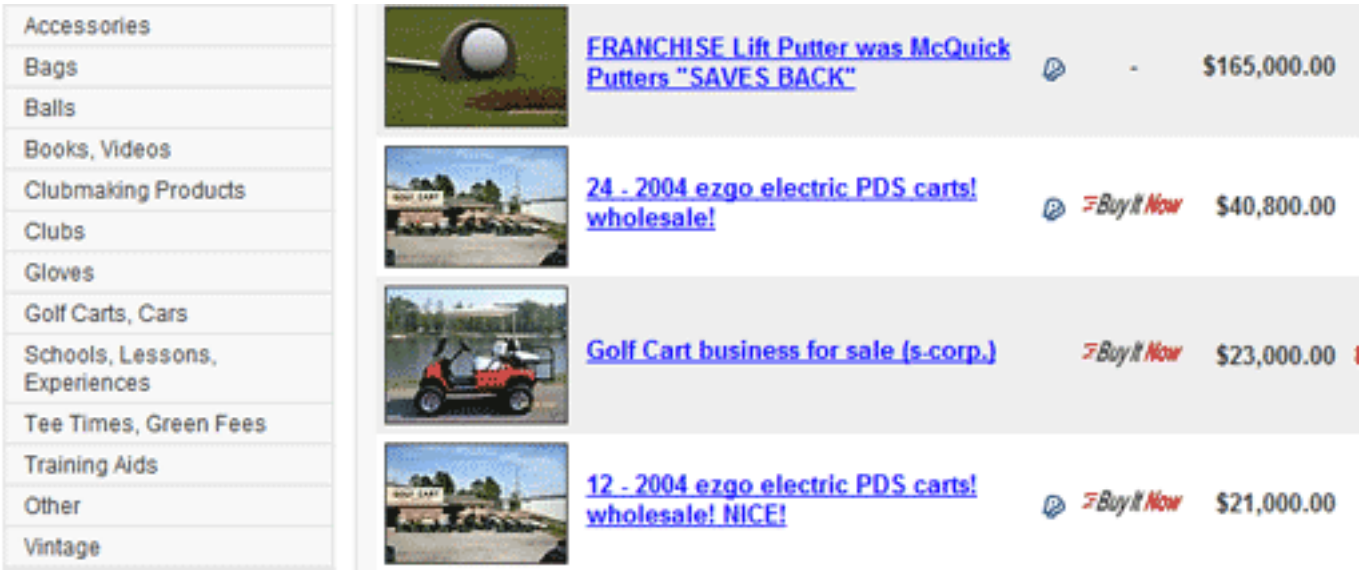
BANS generates these pages by replicating the eBay category structure. For example, if you are building a US store and enter category number 1513 (the eBay.com category for Golf), BANS will automatically add the 150+ sub-category Golf pages found on eBay into your store.

We’ve illustrated this with two screen prints below:

Golf On eBay:



Golf On A BANS Built Store:



Please note that if there are no listings in your store pages area this will mean that you have chosen to build your store around an "end category" which is one that has no sub-categories inside it.

This is often necessary to target very deep niches and all it means is that you will need to create all of your store pages as described below rather than adding new ones to the already existing category structure.

The features of your Store Page area are very similar to those you have already covered in lesson 6: Content Pages.

They include:
- Create a new store page
- Edit a store page
- Delete a store page
- Turn a store page on or off
- Change your store page order

We will now look at these things in turn.

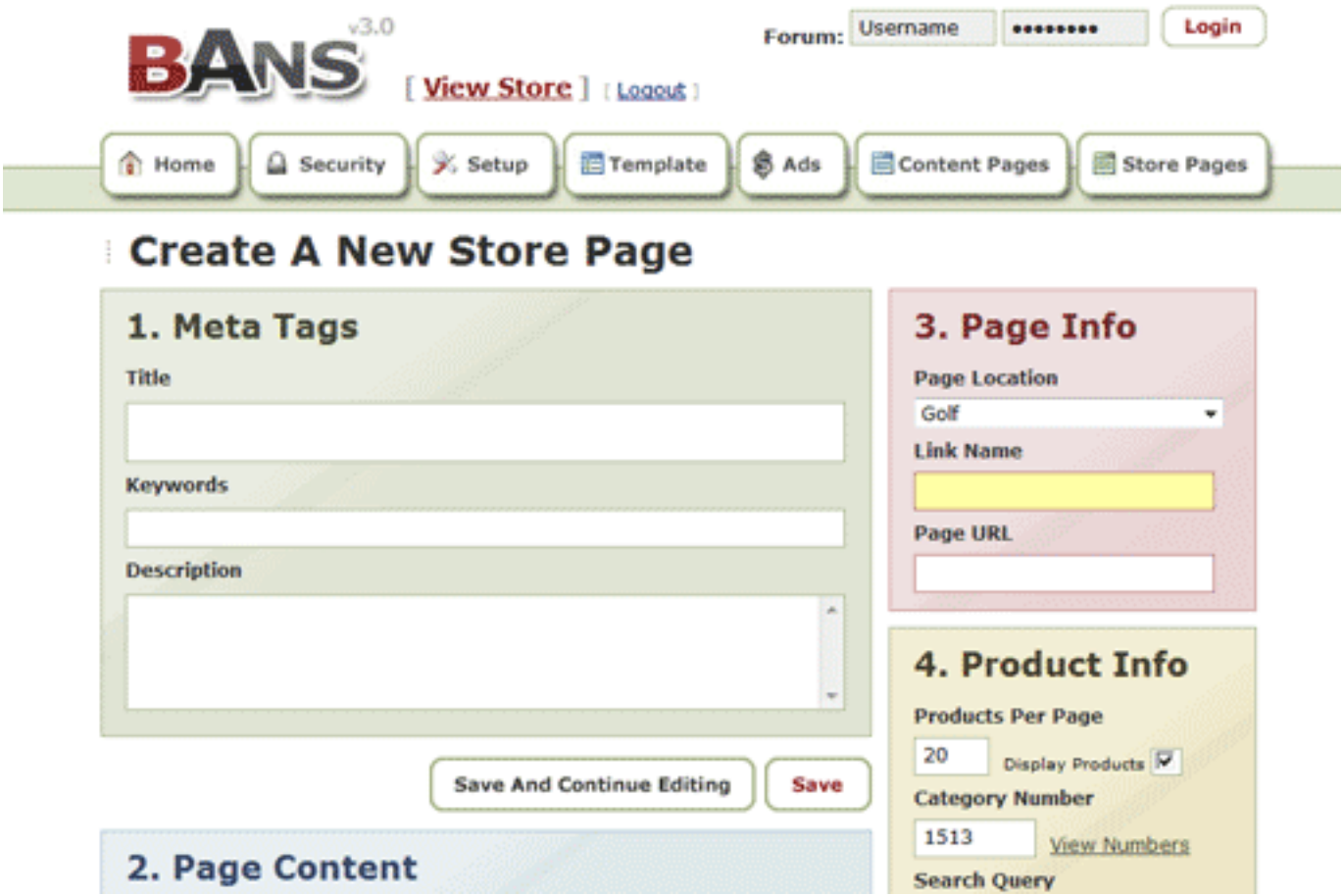
7.3 Creating A New Store Page

Creating store pages is a fundamental task of using BANS as they largely define your store and the products that it contains.

Not only do they open up access to different products for your visitors to browse, each new store page will also target a new keyword or keyword phrase in the search engines. Because of the constantly updating eBay product content they are great for attracting targeted traffic from long tail keyword searches.

To create a new store page click on the “Create Store Page” link at the top of your Store Pages main area.

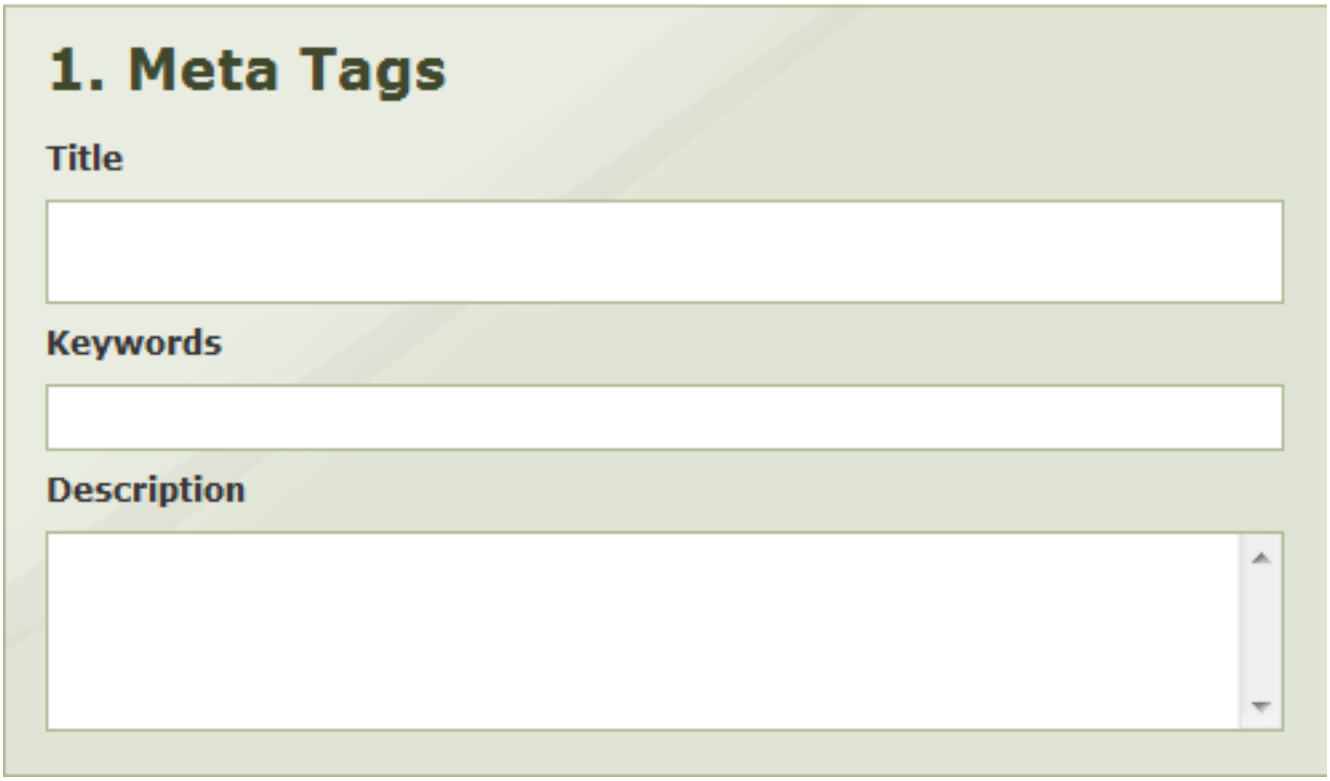
This will take you to the following screen:



This page has 5 boxes that you will have already come across in previous lessons which we will go over again.

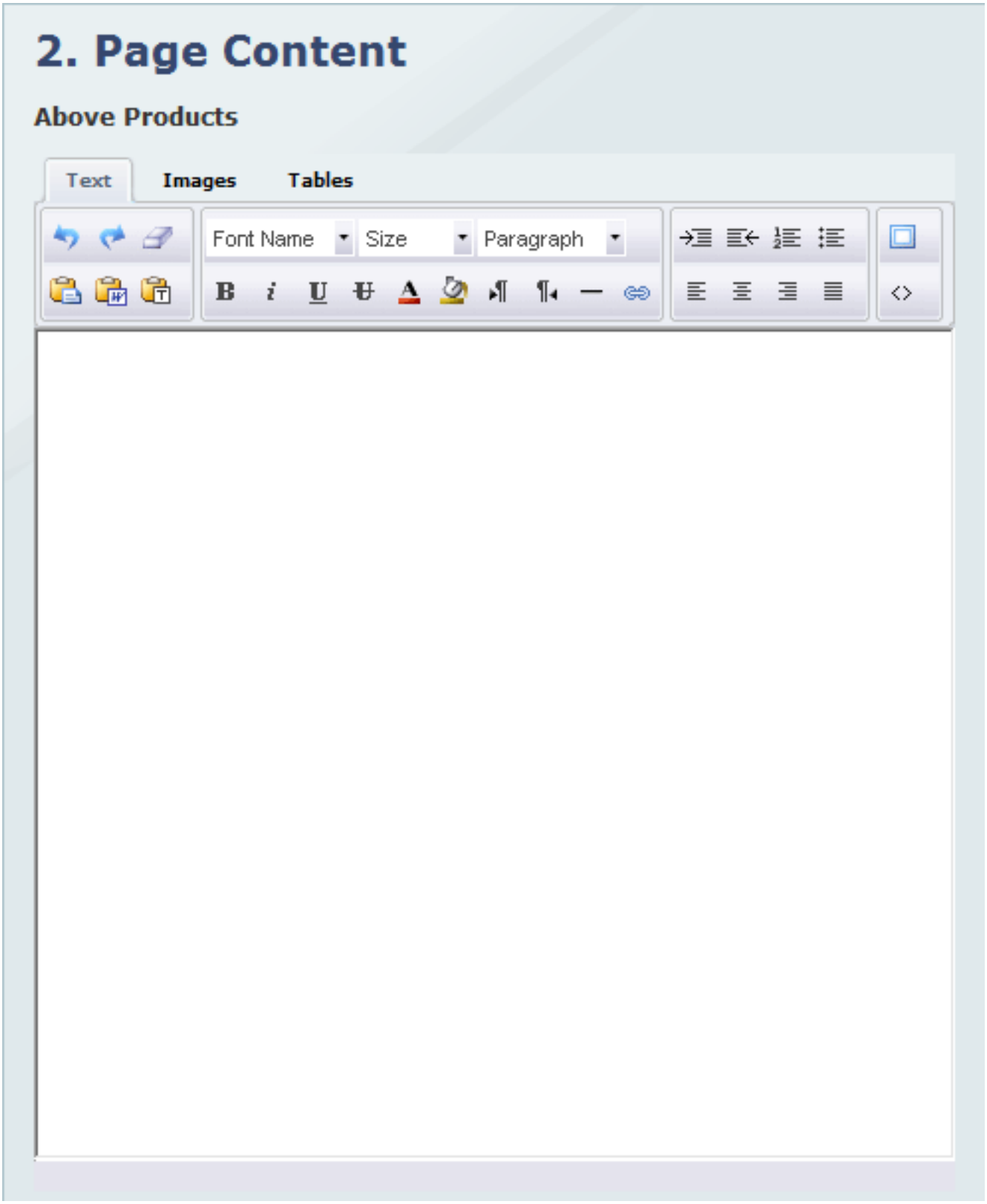
As before, you can save as you go using the “Save And Continue Editing” button along with the “View Store Page” link (above box number 1) to check your progress or you can finish your new page, press the “Save” button and view it via the “View” link inside your main Store Pages area.

(i) Box 1: Meta Tags



Box number 1 relates to the store pages “meta tags” including the title tag, keywords tag and description tag.

(ii) Box 2: Page Content

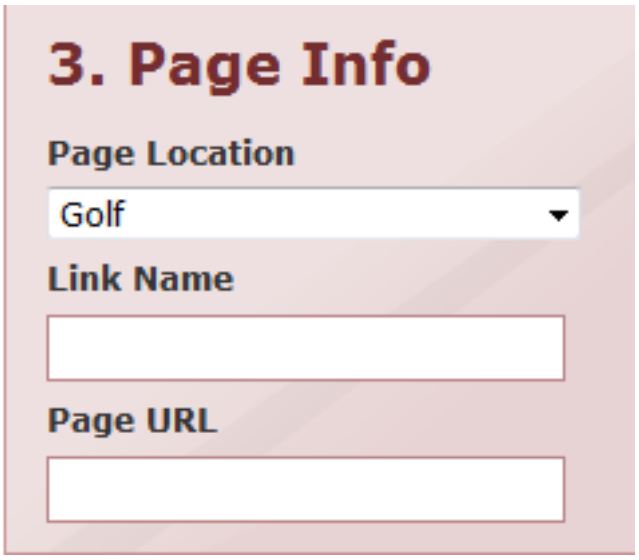


Box number 2 deals with adding content to your store page and contains a WYSIWYG (what you see is what you get) HTML editor.

You can use this editor to place content either above, below or both above and below your product listings.

Note: PHP code cannot be added into the content box.

(iii) Box 3: Page Info



Box number 3 enables you to place and name your new store page.

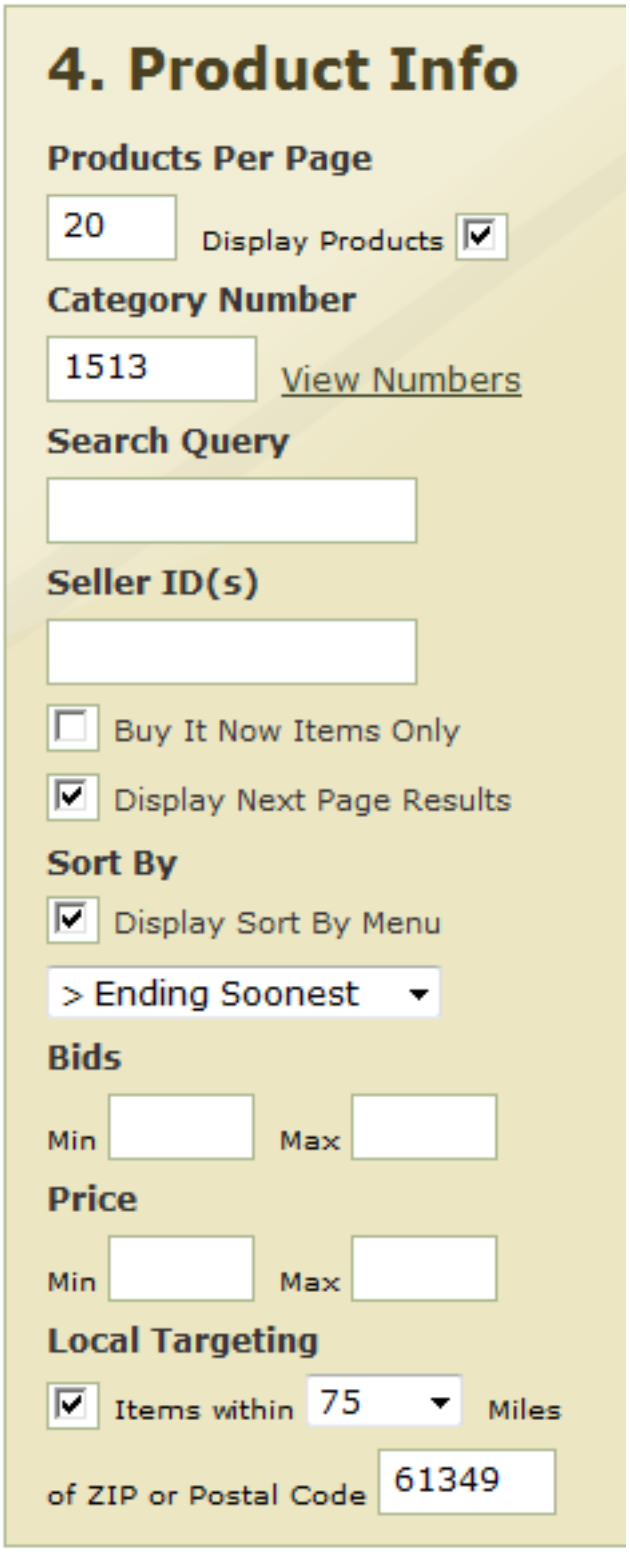
(a) Page Location: Here you choose where to locate this page in your store page navigation structure. (This is particularly useful when you create many store pages as it allows you to arrange and sort them as you choose.)

(b) Link Name: This is the link name of your page and should contain your pages main target keywords to assist search engine rankings.

(c) Page Url: This is the url address of your new store page and should again contain your pages main target keywords to assist search engine rankings.

Note: Your Page URL should not contain any spaces! If you create a new Store Page to sell golf balls then instead of entering - Golf Balls - you should enter - Golf-Balls - replacing all spaces for a hyphen (-) or under_score (_)

(iv) Box 4: Product Info



Box number 4 enables you to further determine which products are displayed on your new store page and how they are arranged.

If you did opt to display products and you want to alter these listings you can change them in the following ways:

(a) Products Per Page: Change the amount of products displaying on your new store page to any number between 1 and 100.

(b) Display Products: You can choose not to display products on this store page. This may sound counter-intuitive but it provides the option of using top level store pages as landing pages

to the selection of products found inside them.

(c) Category Number: Enter a category number to only list products from that category.

(d) Search Query: Enter a particular keyword or combination of keywords to only list products which contain that keyword.

(e) eBay Seller id: Enter an eBay seller id(s) to only list products listed on eBay by that seller(s).

(f) Buy It Now Items: Tick the box to only list (Buy It Now) BIN items.

(g) Display Next Page Results: Tick the box to display subsequent pages of results...ie page 2, 3, 4 etc.

(h) Sort By Menu: Tick the box to display the sort by menu on your store page.

(i) Sort By Options: Choose from the drop down the way in which you want your store page products to be ordered.

(j) Bids (Min And Max): Enter a minimum and / or maximum bid amount to limit the products displayed to those that currently fall inside this bid range.

(k) Price (Min And Max): Enter a minimum and / or maximum price to limit the products displayed to those that currently fall inside this price range.

(l) Local Targeting: Tick the box, enter the mile radius and enter a zip / postal code to limit the products displayed to those that appear inside that geographical location,

(iv) Box 5: Page Ads

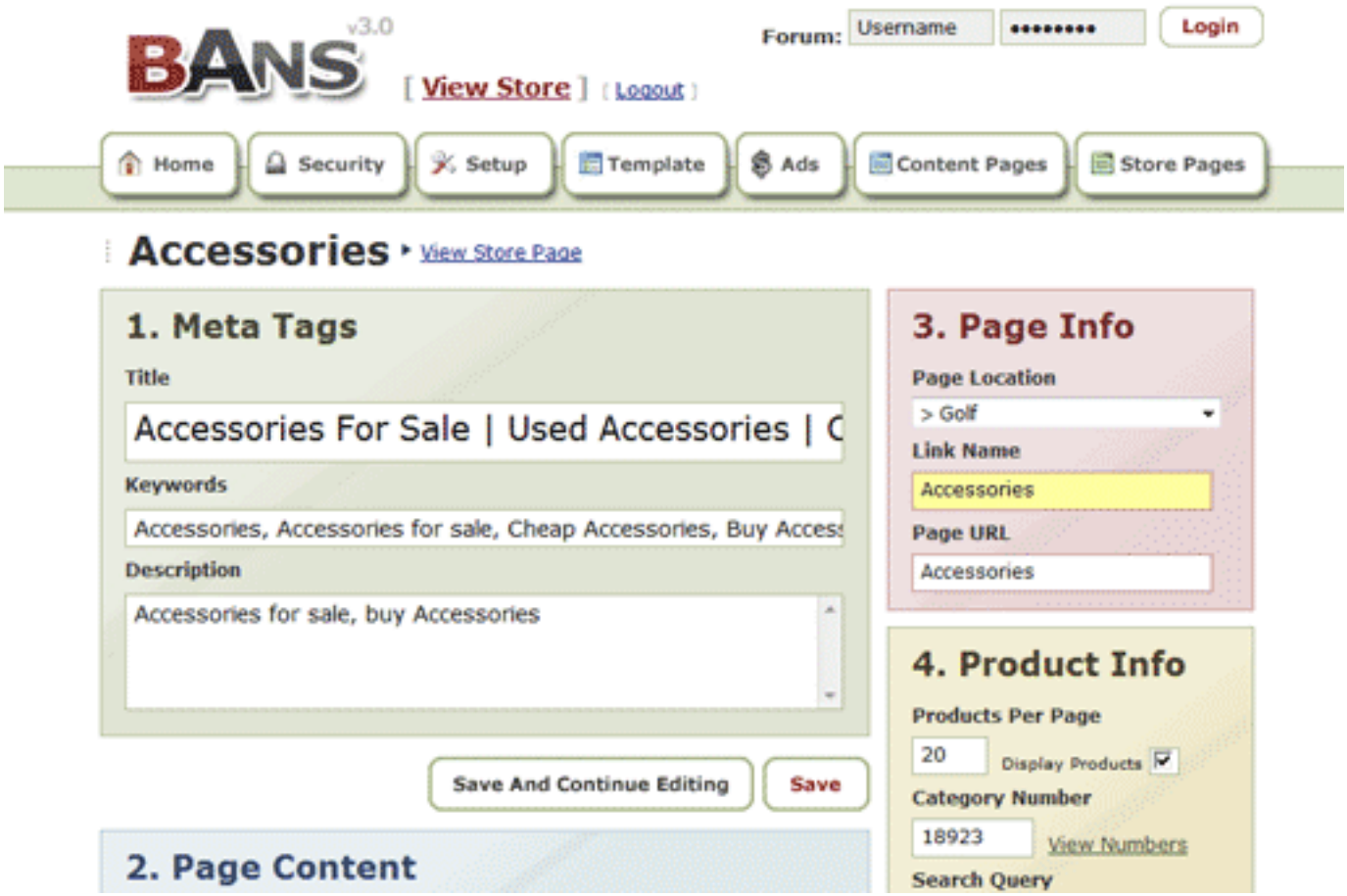
The final box, box number 5, enables you to overwrite the site wide ads you placed across your store back in lesson 5.

As before, there are four boxes which correspond to the four different ad positions and by placing your ad code into one of these boxes your new store page will now show these ads. Remove the code and your site wide ads will re-appear.

7.4 Editing A Store Page

To edit a particular store page click on the “Edit” link next to the store page you want to edit from inside your Store Pages main area.

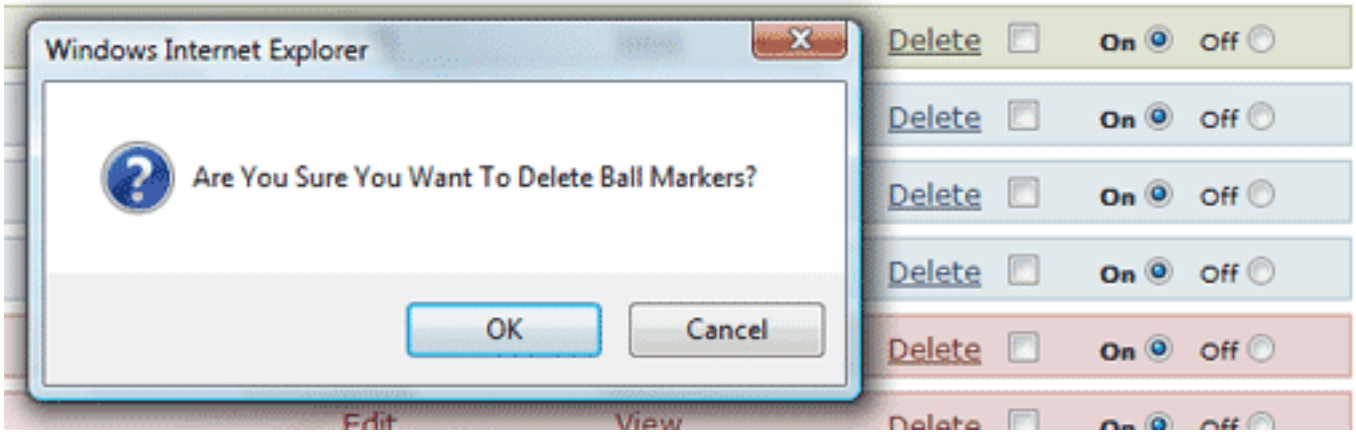
This will take you to the same page you use to create a store page (lesson 7.3) and will contain all of the details that either you inputted when creating the page or that BANS automatically inputted when first building your store back in lesson 3. You can now amend / add to it by following the details contained in lesson 7.3.



7.5 Deleting Store Pages

You can delete one or multiple store pages from inside your main Store Pages area.

To do so, simply click the “Delete” link which is next to the page you want to delete.



A small box will appear which will ask you – “Are You Sure You Want To Delete Name Of Page” Press OK and your browser will refresh and the particular page will be gone from the listings.

To delete multiple pages you can tick the delete boxes next to the pages you want to delete and then click the “Multiple Delete” button at the bottom of the page.

Please note that if you use the delete feature the pages you delete are completely removed from your site and are no longer retrievable.

Therefore, if you would like to remove the page from public view but not completely delete it you can use the Turn On / Off feature described below instead.

7.6 Turning Store Pages On Or Off

This feature works in a similar way to the multiple delete feature.

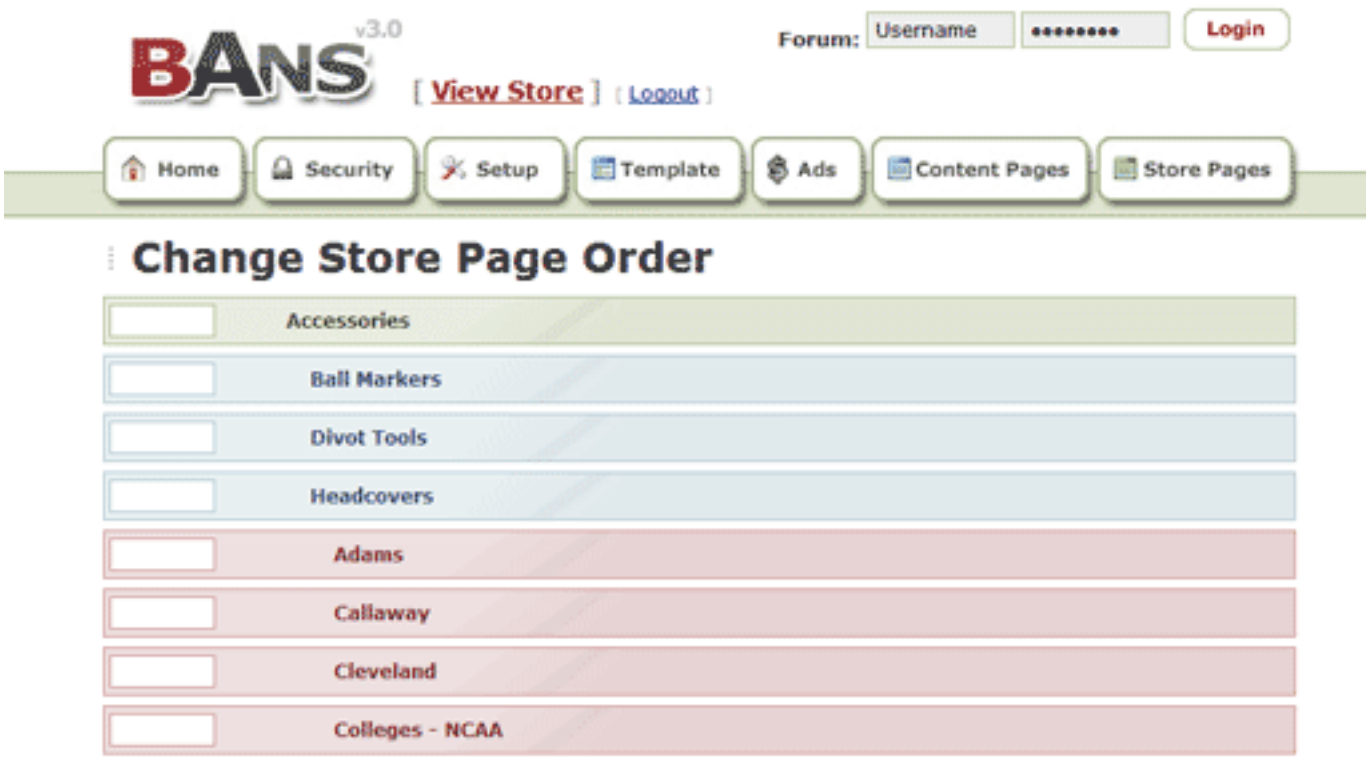
To turn a particular page or pages on or off check the appropriate on or off buttons and click the “Turn On / Off” button at the bottom of the page.

Please note that if you delete / turn off a page which has sub-pages inside it then you will also delete / turn off all of those sub-pages aswell.

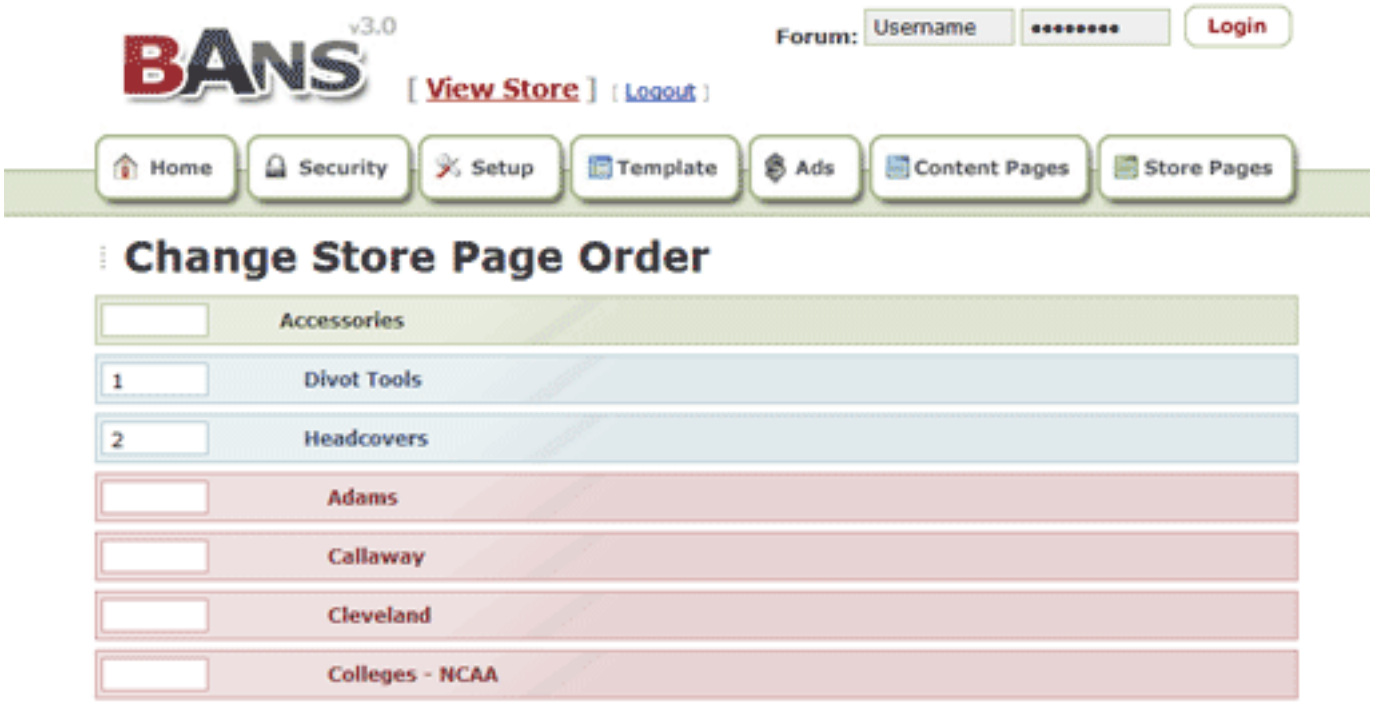
7.7 Changing Your Store Page Order

To change your store page order click on the “Change Page Order” link at the top of your main Store Pages area.

This will take you to the following screen:



To change your page order enter 1, 2, 3 etc into the relevant input boxes as shown below:



To reset the ordering of a store page enter 1000 into the relevant input box.

Note: You can move a page to the bottom of the list by entering 1001, 1002, 1003 etc...

Lesson 8: Further Reading

You've now covered every feature contained inside the BANS admin panel and hopefully you have a good and growing understanding of what's possible and how you can use the BANS platform to your own ends.

If you combine this with the knowledge contained inside the member forum and the tutorials contained inside the Tutorials section of the Member Area you have everything you need to build a successful eBay affiliate empire.

All you've got to do now is plan it out and get to work :)

Visit The BANS Member Forum
Visit The BANS Tutorial Section